JOHN BULL, OCTOBER 25, 1924. *Registered at the G.P.O. as a Newspaper.* Postage in U.K. or Abroad, 1d.

JOHN BULL

Vol. XXXVI. No. 960 SATURDAY, OCTOBER 25, 1924. TWOPENCE

DRINK AND ENJOY LIPTON'S TEA

How the Election is going *see page 17*

Exclusive Articles by

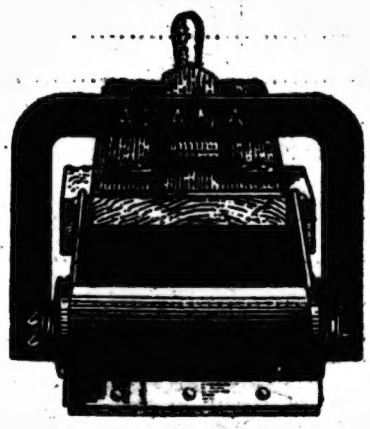
THE RT. HON. H. H.
ASQUITH

THE RT. HON. STANLEY
BALDWIN

THE RT. HON. J. R.
CLYNES

ADANA AUTOMATIC SELF-INKING

PRINTING MACHINE



45/- COMPLETE PLANT

THIS massively constructed Printing Machine is the most wonderful of its kind, being sold at a tenth the price of any other of the same size with similar advantages. It is capable of turning out every class of printed matter

FROM A CHEMIST'S LABEL TO AN ILLUSTRATED MAGAZINE

including Perforating, Creasing and Box-making. The finest malleable iron and mild steel used in its construction. Smooth running, speed, accuracy, and simplicity are maintained to the highest efficiency. Standard metal type, case and complete accessories, together with excellently illustrated instructional books, are included in the above-quoted price. The machine can be purchased by small weekly instalments. Ask for terms when writing.

This wonderful offer is backed by an Endless Day and Night "Beat Time" Express Service in Paper, Type and Accessories hitherto unaccomplished. Orders for Stock Goods despatched within a few minutes.

Full illustrated particulars, in two colours, together with samples of work, sent on receipt of a stamped addressed envelope.

THE "ADANA" AGENCY (Dept. J.B.5), 34, King Street, Twickenham, Middlesex.

OUR MOTTO:
When the world stops —we stop.

6/-
MONTHLY
BUYS THIS
EXTRA
SMART
WINTER
COAT

THE 'ASCOT'
A New Creation for Autumn & Winter
45/-
Nett Cash

Send 6/-
while there's a chance to obtain such a smart design and such wonderful value. The "Ascot" is the smartest coat you could wish to wear; it is a charming design that looks well and will wear well. Smart, stylish and will keep you warm on the coldest of winter days, and the lined "Chinchilla" fur collar and cuffs create an attractive appearance that will appeal to you and be the envy of your friends.

SEND 6/- TO-DAY.

Satisfaction or deposit refunded. Price List Post Free.

THE "ASCOT"
Coat is a super production. Tailor-made, of All Wool heavy Blanket Cloth, built in the latest West End fashion, gauzed at sides, panel appearance, stitched with floss silk. Gauged collar and cuffs in lux. "Chinchilla" fur, equal in appearance to the best Chinchilla fur, wear guaranteed. A wonderfully pretty coat. Price only 50/- on easy payments, 5/- now and 6/- monthly. Send 5/- and say which colour we shall send you: Navy Nigger, Tan Beaver, Grey or Black.

[illegible] LTD.,
83, Hope Stores,
[illegible]

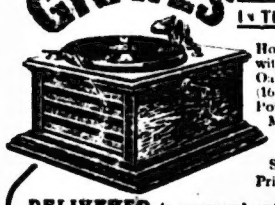
ARE YOU LUCKY?

EVEN the most "level-headed" people believe in mascots. Thousands today are wearing JU-JU, the famous Nigerian Mascot, and hundreds have written to say how their "luck" has changed for the better. These quaint Mascots make fascinating watch-chain and bangle charms, and they do seem to win Fortune's smile for the wearer. Get one now!
Money refunded if not approved.

Sterling Silver, 5/- } Post
9ct. Gold, £1 } free.

JU-JU SOCIETY (Dept. J.B.)
Imperial Buildings, Westgate Road, Newcastle-on-Tyne.
Also from Gamage's, London.

GRAVES
FINEST GRAMO-PHONE VALUE IN THE WORLD



Hornless model with polished Oak Cabinet (16½ x 14 x 7½in.) Powerful Silent Motor Worm Drive finest quality Sound Box. Price £3:10:0

DELIVERED to approved orders for 5/- now, balance in monthly payments of 5/- if satisfied. Money refunded in full if you are at all disappointed.

CATALOGUE of new Models (Horn and Hornless) Post Free.

J. G. GRAVES LTD
SHEFFIELD.

5/- NOW

JOHN BULL FREE INSURANCE GIFT

FIRE! FLOOD! STORM! SICKNESS & ACCIDENT BENEFITS PAID THIS WEEK

Fire
Up to £400.

TOOTING BROADWAY, S.W. 17.—Mrs. S. SEAWARD, 42, Woodbury Street.
NEWCASTLE-ON-TYNE.—Mrs. L. ROBSON, Westmacotts Cottages, Old Benwell.
SALOP.—Mr. A. WILLIAMS, 3, Park View, George Street, Dawley.
CROSSGATES, FIFE.—Wm. DENHOLM, 11, Main Street, Hill-of-Beath.
GLASGOW.—J. W. MORELAND, 3, North Street, Anderston.
DUNDEE.—Jas. BROWN, 57, Lilybank Road.
GRIMSBY.—Mrs. I. REED, 104, Patrick Street.
HIGHBRIDGE, SOMERSET.—G. G. LYNHAM, 3, Clyce Terrace.
ABERDEEN.—E. DOLAN, 31, James Street.
CAERAU, Nr. BRIDGEND.—GEO. TOUT, 65, Towns Road.
BINEGAR, Nr. BATH.—Mrs. E. M. PURNELL, Binegar Bottom.
ABERDEEN.—GEO. DEANS, 108, Auchmill Road, Bucksburn.
TONBRIDGE.—H. T. B. HAYWARD, 77, Shipbourne Road.
ST. AUSTELL.—H. W. HUSBAND, Melrose Cottages, Eastbourne Road.
YORK.—Mr. G. HARBISHER, The Green, Sutton-on-Forest.
HARLESDEN, N.W. 10.—Mrs. F. PHILO, 19, St. John's Avenue.
DALSTON, E. 8.—Mrs. A. V. COUCH, 67, Navarino Road.
WARRINGTON.—Mrs. E. DOUGLAS, 9, Old Road.
DARTFORD.—Mr. E. STALLARD, 12, Littlemore Villas, Watling Street.

Storm! Floods!
Up to £300.

MIDDLESBROUGH.—Mr. L. HUNT, 2, Cooper Street, Newport.
PAR, CORNWALL.—Mrs. M. KEAT, Clyde Cottage.
Nr. WOLVERHAMPTON.—Mr. J. CUSWORTH, 21, Rough Mills.
PLYMOUTH.—Mr. Wm. DOWN, 28, St. George's Terrace, Stoke.
BRISTOL.—Mr. G. J. MARTIN, Whiting Yard, Ashton Vale.
TREDEGAR.—Mrs. G. J. TYLER, 19, Queen Victoria Street.
PENRHIWCEIBER.—Mrs. A. BEECH, Woodbine House, 84, Penrhiwceiber Road.
EBBW VALE.—S. C. GUNTER, 21, Lilian Grove.
STIRLING.—A. BLYTH, 16, Lower Bridge Street.
GLASGOW.—Mrs. A. STEWART, 102, Aitkenhead Road, Govanhill.
BRIDGWATER.—Mr. H. WHITE, Conway Cottage, Cannington.
ST. ANDREWS.—Miss A. K. BROWN, Achintore, Largo Road.
GLOUCESTER.—Mrs. D. STAPPS, 29, Moor Street, Tredworth.
GLOUCESTER.—Mrs. M. THORNE, 29, Midland Road.
WOODBRIDGE, SUFFOLK.—Mr. G. GEARING, 89, Thoroughfare.
HOLLINWOOD, LANCS.—Mr. W. ENGLAND, 175, Old Lane.
OLDHAM.—Mrs. J. BROOKS, 181, Old Lane, Chadderton.

Sickness Benefits
£5-5-0
—for total disablement by illness consequent upon Diphtheria, Measles, Small-pox, Typhoid Fever, Cerebro-Spinal Fever (or "Spotted Fever"), Anthrax and Tetanus (or Lockjaw).

CWMBRAN, MON.—Wm. JONES, 47, Llandowlias Street.
SANDY.—Wm. MEDLOCK, Lodge Farm, Gt. Gransden.
ASHINGTON, NORTHUMBERLAND. —J. S. HOWELL, 64, Sycamore Street.
LIVERPOOL.—Mrs. G. R. OWEN, 24, Lindsay Road, Walton.
CLYDACH, Nr. ABERGAVENNY.—Mrs. W. A. WILLIAMS, Sunny Bank.
WILLINGTON QUAY-ON-TYNE.—Mrs. C. ARMSTRONG, 84, Orde Avenue, Rosehill.
TAUNTON.—Mr. T. HECTOR, Stoke St. Mary.
MANCHESTER.—Mrs. E. BLOWER, 88, North Kent Street, Collyhurst Street.
LLAY, Nr. GRESFORD, WREXHAM.—Wm. ROWLAND, 77, Shone Lane.
SALFORD.—Mrs. H. DAVIES, 290, Cobbill Street.
NEWCASTLE-ON-TYNE.—Mrs. J. CHARLTON, 46, St. John Street, Percy Main.
CRICKLEWOOD, N.W. 2.—L. J. FARROW, 56, Broadway.
CHESTERFIELD.—Mrs. W. WHITTINGHAM, 16, Walton Crescent, Boythorpe.
SOUTHAMPTON.—Mrs. M. DAVIS, 25, Acuparl Street.
GT. GRANSDEN, HUNTS.—P. A. MEDLOCK, Lodge Farm, Gold Harbour.
BRAINTREE.—G. W. WYATT, 254, Coggeshall Road.
CHESTERFIELD.—H. PHILLARS, 16, Walton Crescent, Boythorpe.
WAKEFIELD.—J. BUTTERS, Rose Cottage, Crab Lane, Newmillerdam.
SEVEN KINGS.—Mr. A. W. WYLES, 45, Spencer Road.
ASHFORD.—Mrs. E. M. CHASMAR, Church Gates, Woodchurch.
NEW WHITTINGTON, Nr. CHESTERFIELD.—Mr. P. MORLEY, 129, High Street.
BRADLEY, STAFFS.—Mrs. F. BAMFORD, 1 Bk., 17, Temple Street.
EDINBURGH.—Mrs. GOURDIE, 12, Albert Street.

Accident Benefits
£3 per week.

ILMINSTER, SOMERSET.—Mrs. R. J. JENKINS, Kingston.
GREENOCK.—Mrs. M. GILLIES, 43, Holmscroft Street.
WIGAN.—Mrs. M. RIDING, 54, Corporation Street, Poolstock.
DUBLIN.—Mrs. M. A. POYNER, 41, Denzille Street.
SHEFFIELD.—Mrs. C. STANILAND, 1/2, Marshall Street.
ANNAN, DUMFRIESSHIRE.—Mrs. E. JOHNSTON, 10, George Street.
GORNAL WOOD, Nr. DUDLEY.—Mrs. R. CARTER, 14, Barr Street.
SHEFFIELD.—Mrs. G. HALL, 7, Southern Street, Carbrook.

NEWSAGENTS' BONUS—Bonuses in respect of the benefits paid this week have been paid to the Newsagents concerned.

CUT HERE

POST THIS COUPON TO "JOHN BULL."

To "John Bull" Registration Department, Long Acre, London, W.C.2.

I have sent an order form to my newsagent for the regular weekly delivery of JOHN BULL. Please register me as a regular reader.

Reader's Name..... Age.....
in full (CAPITAL LETTERS.)

Address.....

.....

Reader's Signature.....

Name and Address of Newsagent.....

.....

Date.....

Use ½d. stamp. Don't send envelope. A certificate setting out the full benefits and conditions and certifying registration will be sent on receipt of ½d. stamped addressed envelope.

PLEASE WRITE CLEARLY. J.B. 25.10.24.

CUT HERE

HAND THIS COUPON TO YOUR NEWSAGENT.

To (Name of Newsagent).....

Address.....

.....

Please deliver or reserve JOHN BULL for me weekly until further notice.

Signature.....

Address.....

Date.....

PLEASE WRITE CLEARLY. J.B., 25/10/24.

YOUR LAST CHANCE!

"JOHN BULL," Pen Dept., Long Acre, London, W.C. 2.

Send me the "John Bull" 5/- 'Empire' Pen and FREE 2/6 Wembley Souvenir Pencil. If I keep same I will remit P.O. for 5/6 (including postage and pen clip) or return in new condition within three days.

NAME .....

ADDRESS .....

.....

If remittance is sent cross P.O./cheque '& Co.' and make payable to "John Bull." State [illegible] or [illegible] J.B. 25.10.24.

Offer Closes Oct. 31

We will send a 2/6 WEMBLEY SOUVENIR Pencil, with refills and clip, and emblazoned in gold with the Wembley Insignia, FREE to every purchaser of the "JOHN BULL" Self-Filling "Empire" Pen.

2/6 WEMBLEY SOUVENIR FREE!

SEND NO MONEY.

The "JOHN BULL" Empire Pen is fitted with latest self-filling device and 14-ct. solid gold nib. Equal to Pens usually sold at 15/-. Price 5/6, including clip & post.; two years' guarantee

A Valet AutoStrop razor set complete *for* 2/6

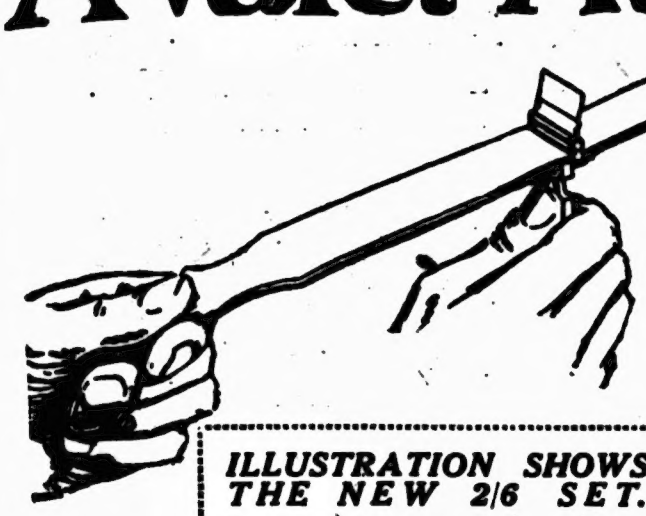
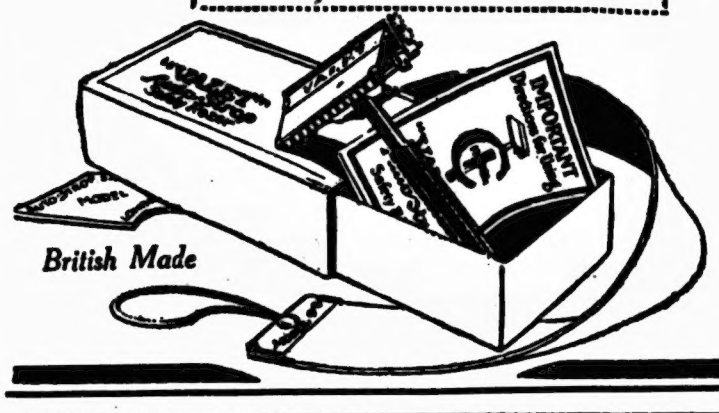


ILLUSTRATION SHOWS THE NEW 2/6 SET.

Containing the razor, blade, and strop in neat case. If your dealer does not stock it, the manufacturers will send it post free on receipt of a postal order for 2/6.



British Made

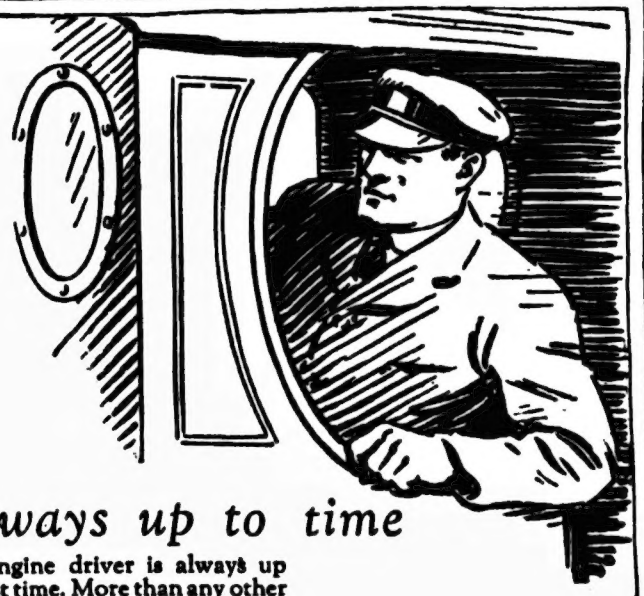
Here is your chance to-day to start shaving with the razor that holds the world's record for speed, comfort, and economy.
Speed—because it is never taken to pieces for stropping or cleaning.
Comfort—because the blade is always as sharp as a blade can be.
Economy—because one blade lasts in perfect condition for 40 or 50 shaves.
The secret of the "Valet" Razor is built right into its head—a self-stropping device that long ago made the guinea "VALET" famous throughout the world.
Any dealer will be glad to show you the simple way the "Valet" and its strop work together.

"VALET" *Auto Strop* Safety Razor

THE AUTOSTROP SAFETY RAZOR Co., Ltd., 197-207, City Rd., LONDON, E.C.1

Wills's *Celebrated* GOLD FLAKE *Cigarettes* 10 *for* 6d

JB



Always up to time

The engine driver is always up against time. More than any other man he knows the importance of the time factor.

Vinolia Shaving Stick will put you even with the clock by ensuring a rapid, smooth and cool shave.

In aluminium cases 1/3
Refills in cartons - 1/-
Cream in tubes - 1/6

Note the new domed top. Smooth to the cheek from the first—no hard edges to wear down

JB

Vinolia SHAVING SOAP

Soothes the Skin—Makes the Razor Glide

R.V. 764-54

VINOLIA CO. LTD., LONDON

YEAST IS LIFE!

Irving's Yeast-Vite Tablets.
A Lightning Pick-me-up.

IRVING'S YEAST-VITE TABLETS will relieve:

Headaches, Neuralgia, etc., in 5 minutes.

Indigestion, Flatulence, in 5 to 10 minutes.

Biliousness, Dizziness, Depression, in 10 to 15 minutes.

Disordered Stomach, Liver, etc., in 10 to 20 minutes.

Influenza, Colds, Fever, in 24 hours.

The greatest medical discovery of the century! Pure Yeast and Vitamins—No harmful drugs. The gentle fermentation of the Yeast when in contact with the gastric juices of the stomach causes a stimulating, buoyant feeling of extreme vigour. Take a tablet or two and feel fresh and frisky in a few minutes.

OUR GUARANTEE Obtain a 1/3 box from your Chemist. If your health does not improve perceptibly post us the empty box and we will refund your money immediately.

£100 Cash will be paid to anyone proving that the following extracts from unsolicited testimonials are not genuine. We have received over 20,000 letters from satisfied users in 9 months, which are open to inspection.

17013—Dr. N. writes: "I am prescribing the tablets regularly. Please send a box to my brother (invoice to me), as I want him to take the treatment."

18224—Dr. P.: "I find the tablets an excellent tonic and would thank you for a further supply to distribute among my patients."

19387—Leading London Hospital (Secretary): "After a careful test we find Yeast-Vite as claimed and very satisfactory. We are now quite willing to purchase supplies."

19666—Diocesan for Befriending Girls: "I am using them for my girls with great success. One very delicate girl gained 4lbs. in one week. I find them an excellent tonic."

1723—Am pleased to say that three of my friends have benefited as much as I, since I recommended them.

13501—Rev. J. P.: I was led by a fellow-sufferer to try them, and have received considerable benefit.

1001—I think them splendid, and will certainly recommend them to all I know.

17500—I noticed a great change. My spirits brightened and I seemed to walk on air.

11609—Please send six boxes. They did me so much good I wish to distribute among my friends.

14721—I have recommended them to several patients and would thank you to send a box to each name on list enclosed.

16413—Am pleased to let you know that several of my patients have secured benefit from them.

10866—I had to borrow some from friends, our chemist being closed. I cannot be without them.

11030—Send by return post, as I cannot be without them. I suffer so with indigestion, and they relieve me immediately.

19426—They are a splendid tonic and they did me a great amount of good. I have been suffering from nerves since I left the Army four years ago.

14431—A District Nurse writes: "I find the tablets all you claim and am recommending them heartily in this district."

918—"I am thankful to say that I am so much better. I do not require the Insulin Treatment for Diabetes."

14777—"The effect on me has been wonderful both physical and mental."

10792—"My sister is so limp without them; I will be thankful to see the tablets arrive."

10706—"They have increased my son's weight 8 lbs. and improved his nervous system generally."

987—Such a splendid tonic. I shall recommend them on account of the great improvement in my health.

Caution.—Avoid rank imitations which have no therapeutic value and are unstamped. Genuine Irving's "Yeast-Vite" tablets are always sealed with Government stamp.

Send postcard for free treatise on Diabetes, Anæmia, Nerves, Skin Blemishes, Constipation, Colds, Insomnia, Rheumatism, Pains, etc.

IRVING'S YEAST-VITE LABORATORIES, 29, Red Lion Street, Clerkenwell, London, E.C.1

THIS MASSIVE CAPPED LEVER WATCH is YOURS for 6D.

THE WONDER WATCH, 10-JEWELLED COMPENSATED NON-MAGNETIC LEVER.

Every "John Bull" reader should secure one of these handsome watches. Heavy Silver-finished case with double engine-turned back and cap over movement, 10-jewelled non-magnetic compensated Lever movement (not affected by heat, cold, electricity, or self-magnetism). Dead accurate, timekeeper. Bevelled crystal glass. Bold figures. Pen steel hands. Enamelled dial. Exactly as illustrated. Fully warranted 10 years.

FREE Handsome Pocket to Pocket Albert with Seal Attachment FREE with every watch.

So sure are we that You will be More Than Satisfied that we send this handsome Watch post paid on receipt of 6d. only. After receipt you send 2s. 6d. more and the balance may then be paid by monthly instalments of 3s. each until 25s. is paid. Price cash with order or balance within 7 days 22s. 6d. only. Irish and Colonial Orders cash only. Cash willingly returned if not absolutely satisfied and watch is returned within 7 days.

SIMPSONS (Brighton) Ltd., DEPT. 679, 94 QUEEN'S ROAD, BRIGHTON, SUSSEX.

WORLD'S BEST CYCLE.

The highest point of **All British** engineering excellence. Warranted 10 yrs.

HANS RENOLD CHAIN; CLINCHER A-WON TYRES; DUNLOP WESTWOOD RIMS; BOWDEN BRAKES; B.S.A. FREE WHEEL; BRAMPTON'S HUBS; REYNOLD'S STEEL TUBES; WILLIAMS' CHAIN WHEEL; SPIRAL SPRING SADDLE. PRICE £7:10:0 (Lady's Model same price).

Delivered carriage paid to approved orders for 10/- with order. Balance 10/- monthly if satisfied. Money back in full if disappointed

CATALOGUE Post Free

Complete range of Models

J. G. Graves Ltd. Sheffield.

Eczema, bad Legs and all skin diseases completely and permanently cured by **KUREM HOME TREAT MENT**, famous over 30 years. Entirely herbal, inexpensive, yet cures when doctors and hospitals fail. Send post-card for free book, which tells you how to begin your own certain cure at home. J. Robinson & Sons, 11, Kurem Mews, Bradford.

2/6 Weekly

is all you pay for a superbly made No. 300A Mead Gramophone with solid oak case, 22-inch richly coloured horn, large steel motor and unusually loud Sound Reproducer. Sent (with 40 tunes) carriage paid on **10 DAYS' FREE TRIAL.** Mahogany Cabinet Models and Table Grands at very low prices. Write for big art catalogue.

Mead Co. (Dept. G.9.), Birmingham.

RHEUMATISM CURED QUICKLY AND EFFECTIVELY

"My RHEUMATISM has Completely Gone."

1, Argyle Street, Birkenhead.

Dear Sirs,—I contracted a severe attack of **Rheumatism.** It became so painful that it was agonising to use the necessary gestures illustrating my songs. I tried several remedies without obtaining relief until I was recommended **Urace.** I cannot speak too highly of the benefits received. The **Rheumatism** has **completely gone.** I shall always recommend it to my brother and sister professionals.—Yours sincerely,

LENA CARROLL, Comedienne.

The cause of Rheumatism lies in the blood, and you cannot coax it out through the skin with plasters or belts. You cannot tease it out with oils or embrocations, or burn it out with impregnated wadding, or wash it out with medicated waters—YOU MUST DISSOLVE AND DRIVE THE URIC ACID—which causes rheumatism—OUT OF THE BLOOD.

URACE CURES AND CURES QUICKLY.

URACE does dissolve and drive Uric Acid from the system. It purifies the blood of all impurities and makes a cure certain. NO other remedy can do this. That is why URACE has succeeded when scores of so-called cure-alls, spas, appliances, belts and treatments have failed. That is why URACE is freely prescribed and supported by the medical profession.

1/3, 3/- & 5/- per Box.

From Boots (600 Branches), **Timothy White Co., Taylor's, Selfridge's, Whiteley's, Harrod's, and all Chemists and Stores,** or direct for remittance from the URACE Laboratories, Dept. 75, 82, St. Thomas's Street, London, S.E. 1.

URACE TABLETS

CURE RHEUMATISM,

NEURALGIA, CRAMP, NERVE PAINS, LUMBAGO, INFLUENZA, KIDNEY TROUBLE, GOUT, BACKACHE, SCIATICA, &c., &c.

FOR SMALL TRADERS, SHOPKEEPERS.

MONEY-MAKING Bargains for Shopkeepers and beginners.—Sell manufacturers' clearing lines and travellors' samples in General Drapery much below ordinary price. Big profit certain. Wholesale Catalogue free.—Wolfson's Warehouse, 48, Thomas Street, Manchester.

A1 OFFER.—HOW TO START IN BUSINESS WITH £2.—Cheapest Wholesale Warehouse for Drapery, Hosiery, Boots and Clothing. Best House for Beginners. Send for free catalogue.—H. Marks, 51, Houndsditch, E.1.

A.B.C. Guide to Remnant and Drapery Trade. How to start. Useful hints. Worth pounds. Post free. Write to-day.—Cochrane's Warehouse, 6, Victoria Bridge, Manchester.

DRAPERY Remnants, Cut Lengths (wholesale only); list free.—H. H. Clegg (Dept. J.B.), 96, High Street, Manchester.

DRAPERS, Markers-up, Beginners.—Wholesale List free. Remnants, Cut Lengths.—Levy's, Ltd., 30A, Commercial Road, London, E.1.

EXCEPTIONAL Value is offered to small traders in Hosiery, Underwear, Blouses, Jumpers, Overalls, Shirts, Collars, Ties, etc. Illustrated Catalogue Free.—S. Mosco, Dept. J.B., 8, Lever Street, Piccadilly, Manchester.

LACE & EMBROIDERY, wholesale.—Torchon, Vals, Guipure, Filet, Voile, Flouncing, Longcloth. Free list and lace cuttings.—Albrit Lace Co. (Dept. B.), 115-6, Houndsditch, E.1.

TOY Dealers, Clubs, Bazaars.—Send for Cat. of all latest Xmas Novelties, Toys, Dolls, etc.—Jones's Warehouse, Lower Briggate, Leeds.

SHOPKEEPERS, send for Bargain List of Stationery, Smallwares, Fancy Goods, India-rubber Balls. Xmas Club Goods, etc.—W. H. Jackson and Co. (Dept. J.B.), Grimsby.

AGENTS WANTED.

£10 PER MONTH

CAN BE ADDED TO YOUR EARNINGS by selling in spare time Men's and Women's Boots, Shoes, and Clothing, Drapery, Lino, Carpets, Bicycles, Baby Carriages, China Ware, Toys, Watches, Clocks, Jewellery, etc. Grand value. Cash or easy terms. Highest commission. Liberal supply of samples. Men in regular work apply for Illustrated Catalogue and Particulars to **FREEMAN'S,** Contractors to H.M. Government, Lavender Hill, London S.W.11.

PART-TIME Agency.—Ex. opportunity for persons in regular employment to sell Boots, Clothing, Drapery, Jewellery, etc.; cash or credit; good com.—Apply, J. Turner (Dept. 19), 16, The Arcade, Grattan Road, Bradford.

SITUATIONS VACANT.

WHATEVER PARTY GETS RETURNED AT THIS ELECTION there is one thing certain, and that is the demand for good trained salesmen will be just as great as ever. The country desperately needs highly-trained salesmen to help to resuscitate English trade. Join the ranks of the highest-paid profession in the world. You can learn how to do this by reading an interesting Free Book, entitled "The Profession of Salesmanship," which will be sent post free.—Apply, The Wallace Attwood Correspondence College, 26T, Bedford Row, London, W.C.1.

ABANDON UNEMPLOYMENT. — Become a qualified Motor Driver with Official certificate for 3 guineas. Pupils introduced to positions free. Write or call Secretary, British School of Motoring, Ltd., 8, Coventry Street, Piccadilly Circus, W.1. Also Apprenticeships in Automobile Engineering. Apply Chief Engineer.

KNITTERS wanted to work Golden Fleece Knitting Machines at home; guaranteed wage for output; experience not necessary. Send 1d. stamp for prospectus.—S. B. M. Co., Dept. 198, 91, Clerkenwell Road, E.C.1.

£300, £400, £500 salary for certified bookkeepers; postal tuition, 10s. monthly; success guaranteed; two exams.; prospectus free.—City Correspondence College, Dept. 9, 39, New Oxford Street, London, W.C.1.

BUSINESS OPPORTUNITIES, SERVICES.

DO YOU ADVERTISE?—Your advertisement inserted in 50 Provincial or London and Suburban Newspapers. 7/10; 25 Country, 2/6. Covering Wales, 3/8. Many others. Prospectus free.—Central Press (Series Dept. 66), 190, Strand, London.

£5 to £10 weekly can be easily earned for a small outlay of 30/-. No previous experience necessary.—Write for particulars.—H. Levaine (Dept. J.B.), 143, Houndsditch, London, E.1.

BUILD up a Mail Order Business without Buying Stock. Scheme endorsed by Authorities. —Write, Noble Bros., Pelham St., Nottingham.

BARGAIN SALES.

OSTRICH FEATHERS.—Superior long single Whites or Natural Greys from centre of production. Six for 20s., post free.—Sussman, Postbox, 166, Port Elizabeth, South Africa.

BEDSTEADS, etc., **DIRECT FROM FACTORY TO HOME.** Latest designs in Metal and Wood. Bedding, Wire Mattresses, Cots, etc., also Furniture. All goods sent Carriage Paid in perfectly new condition (nothing shop soiled). Illustrated Lists post free. Cash or instalments. Why pay retail prices?—Established 38 years.—CHARLES RILEY, Desk 16, MOOR ST., BIRMINGHAM.

BUY A CARRIER BICYCLE.

5/- Per week

Advertise your Business, and please your Customers by delivering their purchases.

WRITE FOR LIST.

MOHAWK CYCLE CO., Ltd., 369, Alexandra Road, Hornsey, London, N.8

EASY TERMS or CASH.

THE ONE SAFE REMEDY FOR GREY HAIR

Grey hair at the temples is the first sign. It should be dealt with at once. Tatchotone is the remedy that can be applied at home and with guaranteed safety. Each flagon carries the highest medical guaranty. Moreover, it is washable and undetectable. Every chemist carries stock. Price 4/6d the flagon. Trial phial 1/-

JB TATCHO TONE CO., 5, Gt. Queen Street, London, W.C.

SMALL ADS. WORTH WATCHING

Prepaid Rate; 8s. per line averaging six words. Minimum Charge 24s.

KEEP YOUR TROUSERS "POSH."—6/- only buys the British-made "Climax" Patent Trousers Press. Solidly constructed, nickel fittings, polished Jacobean, this press is wonder value. It is sold direct to the public by the Manufacturers, The London Road Manfg. Co., Staines, Middx., and the price includes carriage anywhere in the U.K. Send to-day for Free Illustrated Catalogue.

GUNS.—Gradual payments. Built up to a standard—not down to a price. Send for list.—Thomas Wild, 17, Whittall Street, Birmingham.

GOVERNMENT CLOTHING.—Bedford Cord Breeches, 11/6. Oilskin Suits complete, 12/6. Oilskin Overcoats, 14/6. New Waterproof Rubber Capes, 4/3. Army Bluchers, 13/6. All Wool Blankets, 4/6. Rubber Sheets, 3/6. Send for Free List. All carriage paid and guaranteed.—GASSON & SONS, Rye, Sussex. Est. over 100 years.

BILLIARD TABLES.—New and second-hand; all sizes and makes. Bargain list free.—JELKS, 263-275, Holloway Road, N.7.

LACE CURTAINS.—Direct from manufacturers, 3/6 pair, 2½ yds. x 36 in., White or Ecru, 6d. postage; 4 prs. post free. Money refunded if dissatisfied. Illustrated Catalogue FREE.—Sarvic Mfg. Co. (Dept. 19), 19, Osborn Street, London, E.1.

FINDING A POST is a question of selling your services, and the more valuable those services the greater the "price" obtainable. Therefore, to command higher remuneration you must INCREASE YOUR ABILITY, the ideal success-assuring means being a Metropolitan College spare-time Course of Expert Postal tuition, undertaken in your own home.

SUBJECTS: Accountancy, Secretaryship, Advertising, Insurance, London B. Com. Degree, Banking, Costing, Business Training, Matriculation, Professional Prelim. Examinations.

Over **5,000** successes at professional examinations in year to June, **1924.** Many intensely practical non-examination Courses. Moderate fees, by instalments if desired. Send postcard to-day for "Guide to Careers in Business," 132 pages, free. — METROPOLITAN COLLEGE (Dept. 31), ST. ALBANS.

DRESS.

REAL Harris and Shetland Home-spuns, direct from makers; best quality only; patterns free. —Harris Tweed Depot, 1, James St., Stornoway.

BILLY MERSON *and his opinion of a "Fullotone"*

London Hippodrome, Leicester Square, W.

Messrs. The Cabinet Gramophone Co.,
229, Great College Street, London, N.W. 1.

Dear Sirs, I am extremely pleased with the "Fullotone" Gramophone recently supplied me. The instrument is excellent in every way, and the tone is all that can be desired, and in fact quite as good as instruments costing double the price.

I am perfectly satisfied in every way and wish your enterprise every success.

Billy Merson

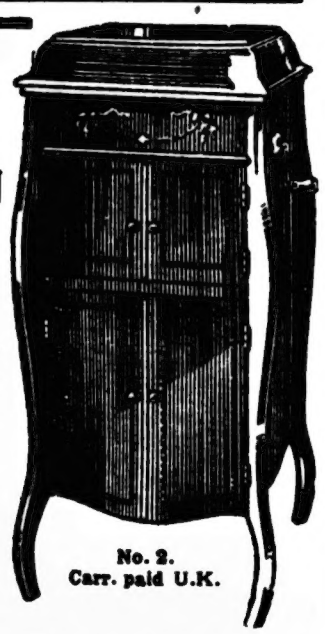
Write for our NEW Illustrated Catalogue and particulars of deferred terms.

Full range of 20 Models on View at

THE CABINET GRAMOPHONE Co., (J.B.11), 229, Great College Street London, N.W.1

LONDON: The Service Co., 273-274, High Holborn, W.C.
SHEFFIELD: T. & J. Roberts, Moorhead,
SUNDERLAND: Blackett & Son, Ltd., 241-244, High Street, West, and Union Street.

FULLOTONE



No. 2.
Carr. paid U.K.

No. 2a CABINET GRAND

Beautifully finished cabinet, chiefly consisting of mahogany, as illustrated, but not inlaid, 3ft. 4in. high. Powerful Swiss double-spring 3-record motor, the "FULLOTONE" Junior Sound-box ensuring exquisite tone, nickel-plated fittings throughout, with accommodation for 100 records. Gooseneck tone-arm and all 1924 improvements.

FACTORY PRICE

£6.6.0

or 6 monthly instalments of £1:2:0
No. 2 Inlaid, as illustrated, £6:10:0

3,000 MONEY-SAVING BARGAINS.—Illustrated in H. Samuel's world-famous Big Free Book. Yours for a postcard! Write for it now! It's packed with sensational offers in Jewellery, Watches and Plate at factory prices. Free Prizes for all buyers! Solid Gold Bracelet Watches, largest selection in the country, from 35/-; Gent's Pocket Lever, 10/6; Plated Cake Basket, 5/11; stainless Tea Knives, coloured handles, 4/11. Full month's trial with any purchase.—H. Samuel, Ltd. (The Empire's Largest Jeweller), 190, Market Street, MANCHESTER.

CHINA for Households, Caterers, Institutions, Churches, Canteens, etc., at Wholesale prices. Catalogue Free.—Century Pottery Co., Ltd. Dept. 120, Burslem, Staffs. Est. 1903.

BRIGHTEN your fireside with an Algerian Rug. Prices from 15/-, carr. paid. Bargain list Free.—Alfred H. W. Langford (Dept. J.B.), 20, Montrose Avenue, Redland, Bristol.

EDUCATIONAL, INSTRUCTION.

DON'T BE BULLIED.—Send 4d. stamps for 2 Illus. Sample Lsns in Jujitsu.—YAWARA (J.B.); 10, Queensway, Hanworth, Feltham, Mx.

MASSAGE Experts wanted everywhere.—Enter this profession and earn 7/6 to 21/- per hour. Full particulars, specimen diploma free. —47, Smae Inst., Festing Grove, Portsmouth.

LEARN TO WRITE ADVERTISEMENTS at the Dixon Institute of Advertising, the original and still dominant British School. £10 per week can be earned.—Write for particulars of Free Scholarship offer to Dept. 21, Dixon Institute, 195, Oxford Street, W.1.

WIRELESS.

WIRELESS.—Portable Crystal Set Chelmsford Station, Headphones, &c., complete, £2 12s. 6d. 1s. weekly.—The Wireless Distributing Co., Ltd., Walmar House, Regent Street W.1.

WIRELESS Sets by easy payments. Loud Speakers, 'Phones, Amplifiers. Listen in while paying. Free Lists from the makers.—Townshends, Ltd., Ernest Street, Birmingham.

MUSICAL.

ACCORDIONS, Jazz Instruments, Violins, Banjos, Mandolins.—Catalogue free.—Douglas, 99, King's Chmbs., South St., London, E.C.2.

GRAMOPHONES 30/6, motors 10/-; accessories, Violins, Accordions, cheapest. 32-page list 2d. How to make Gramos.—Regentbull, 129, Old Street, London, E.C.1.

JAZZ Outfits, Accordians, Concertinas, Violins, Mandolins, Banjos, Phonofiddles, Autoharps. Lists.—Vickers, Royal Hill, Greenwich.

NEW AND SECOND-HAND BOOKS.

BOOKS YOU WANT!—A million book bargains on every conceivable subject in stock. State definite requirements. Catalogue 141 post free.—Foyles, 121, Charing Cross Road, London.

LIVESTOCK.

SPECIAL OFFER.—Talking Parrots with cages from 30/-. Singing Canaries, 15/-. 3 mths trial. List fr. Chapmans, 17, Tottenham Court Road, London.

MEDICAL, CURATIVE.

WORMS CURED.—Artico Brand Worm Tablets are a Specialist's positive and permanent cure. They cure most violent cases by calmly destroying the very cause of the worm's existence. No fasting, no dieting, no interference with daily habits. Send 1/6 for generous supply or 1½d. stamp for Free Pamphlet.—Ridyard Tablet Co., 34-38, Codnor, Derby.

LIFE'S GREAT HANDICAP—ILL HEALTH. Try ENERGOL. You LOSE Stomach Troubles, Worry, Nerves, Constipation, Rheumatism, Insomnia. GAIN a perfect brain in a perfect body. Money back if they fail. Mouth's course, 1/6. —Energol, 12, Beaconsborough Gardens, S.W.1.

£100 VARICOSE VEIN, SKIN and BAD LEGS CHALLENGE.—To PROVE that our New Treatment will banish as if by magic all Skin complaints such as Ulcers, Eczema, Lupus, Psoriasis, Pimples, Piles, Ringworm, Varicose Veins, etc., we will send the Treatment on Approval. **£100** guarantee in support of our claim against all other methods. Call or write NOW for FREE SAMPLE and Booklet "B." Please state nature of complaint.—Le Brasseur Surgical Mfg. Co., Ltd. (Dept. N.P.), 26, Sackville St., Piccadilly, London, W.1. Works: Passy, Paris, France. Birmingham Branch: 90, Worcester Street.

PILES, SORES, and all SKIN DISEASES. PROC, the Wonder Cure of an Age-old Italian Monastery. Amazing results. 1/3 oz. tin proves it.—May Garland Co., 19, Hornsey Rise, London, N.19.

STAMMERING.—I cured myself. You can cure yourself or your child. Parties free.—Frank Hughes (J. B.), Ltd., 7, Southampton Row, W.C.1.

DR. HALL'S FAMILY HERBAL PILLS.—A safe and reliable remedy for the STOMACH, LIVER AND BOWELS; removes disorders equally common to men, women, and children. Prevents physical discomfort and ill-health. No household should be without a supply. 45 pills 9d. Double quantity, 1/3, post free.—HALL'S HYGIENE CO., LTD., J.B., Salford, Manchester.

DON'T Wear a Truss! Use Brooks Rupture Appliance. New discovery. Wonderful! No lumpy pads, no springs, durable, cheap. Binds and draws parts together quickly. Sent on trial. Catalogue free.—Address, BROOKS APPLIANCE CO., LTD. (1761G), 80, Chancery Lane, London, W.C.2.

HOW TO STOP SMOKING.—Genuine Remedy proved by testimonials.—Write, The Stanley Institute (J.B.), 21, Warwick Lane, E.C.4.

BLADDER WEAKNESS, in children, invalids, and adults, quickly cured by "PARKER'S REMEDY." The first dose brings relief. 3/- bottle at Boots', or post free from "Parker's Remedy," 18, James St., Liverpool. Write today for full particulars.

SUPERFLUOUS FAT reduced gradually and safely by Marienbad Anti-Obesity Tablets (P.J.F. 10796) Box in plain wrapper, 2/6, post free. —Gordons, Chemists, 471, Union St., Aberdeen.

PILES successfully treated by my 16-day Home Treatment. A wonderful discovery for this distressing ailment. Why suffer any longer? Send for particulars. — Mr. Lever, Chemist, 55, Peter Street, Manchester.

MISCELLANEOUS.

SIXTY-FOUR-PAGE BOOK about Herbs and how to use them, 2d. Send for one.—Trimnell, The Herbalist, Richmond Road, Cardiff.

DR. MARIE STOPES' "Letter to Working Mothers" fully explains birth control methods for the poor and thrifty; 4½d.—Medical Co. (Dept J.B.), 17, Store Street, W.C.1.

YOU CAN HAVE A GOOD MEMORY.—"Secrets of Memory Power" is the best Course obtainable. Recommended by Sir Frederick Bridge. Post free, 5/6. — Wilkes, Dept. 8, Devon House, Tividale, Tipton.

MOTHERS, bachelors and bachelor ladies all want "Mend-a-Tear," for it mends tears in a moment, without stitches. Just press with a hot iron. Send 1½d. stamp for free sample.—Leicester Rubber Co., Ltd., 23, Granby Mills, Leicester.

YOU NEVER KNOW YOUR LUCK!—Enter the British Empire Ballot, help the Hospitals, and give yourself TEN chances of winning **£1,000** for **2/6.** Use the form on page 31.

"SHAVEX" Revolutionises Shaving. No brush and no soap. Get a smooth and perfect shave in half the time. Send for Free Sample.—Address, Dept. V.13, The Zec-kol Manufacturing Co., 40, Blenheim Road, London, N.19.

FOODS, BEVERAGES.

CRESTONA CHOCOLATE CAKE MIXTURE. 9½d. packets. From Grocers.

"CRESTONA" GINGER WINE. 1/- bottle makes 75 glasses.

SPECIAL TO *JOHN BULL* READERS.—A wonderful booklet, "Simple Home Cookery" for 1½d., POST FREE. This book itself is quite an expensive production beautifully illustrated in colour, full of practical interest, containing seventy of the nicest recipes for Cornflour and "Ralsley." Also includes many useful cooking hints. Post immediately coupon on page 29, enclosing 1½d. stamp, and this booklet will be sent Post FREE, or send to Messrs. Brown and Polson, Ltd., 6, Bouverie Street, London, E.C.4. Be sure to address your application to Dept. P.W.P.2.

VESTA *Yours for* **5/-**

down and 5/- per month for 12 months. Money returned if not satisfied.

CASH PRICE £5.

Complete with polished cover, all accessories, book of instructions, packed in case, threaded ready for use, and delivered carriage paid to your address. Irish orders 5s. extra.

TREADLE MACHINES from £6 cash.

Write for Free Catalogue J.B. of other models.

TYLER & CO (Dept. J.B.5), 66, Chiswell st., London, E.C.1.

Over one million now sold.

See that every Machine bears the name "Vesta."

BARONESS ORCZY'S APPEAL.

Famous Authoress Advises Readers to Take up Pelmanism—"Not a Man or Woman Who Would Not Be Benefited," She Says.

BARONESS ORCZY, one of the most popular living authors, strongly urges readers to take up Pelmanism.

"There is not a man or woman who would not derive some benefit," she says.

"There are millions to whom it would mean just the difference between a life of mediocrity and one of prosperity."

Thousands of readers are writing for free copies of "The Efficient Mind," which tells you all about the Pelman Course. Write for your copy to-day—either by letter or by using the Coupon printed below—to the Pelman Institute, 15, Pelman House, Bloomsbury Street, London, W.C. 1. You will receive this book by return, free of cost.

100 PER CENT. EFFICIENT.

All over the country men and women of every type and occupation are now making themselves "100 per cent. Efficient" by means of the new Pelman Course.

This Course is founded on the experience gained in training the minds of over 500,000 men and women of every type.

It also embodies the results of the latest discoveries in Psychology.

The famous journal, *Truth*, after a careful and thorough study of Pelmanism, delivers judgment as follows:—

> "The Pelman System places the means of progress within the reach of everyone. It does not provide a brain for the brainless, but it does provide everyone with the means of making the best use of the faculties with which nature has endowed him, and bringing them to full fruition."

Amongst the defects rapidly banished by Pelmanism are:—

—Forgetfulness.	—Mind Wandering.
—Brain Fag.	—Indecision.
—Inertia.	—Shyness.
—Weakness of Will.	—Lack of System.
—Lack of Ideas.	—Procrastination.
—Indefiniteness.	—Mental Dullness.
—Timidity.	—Mental Confusion.

And whilst banishing these defects, Pelmanism, at the same time makes your brain keen, fresh, vigilant, and reliant, and develops such qualities as:—

—Concentration.	**—Directive Ability.**
—Observation.	**—Forcefulness.**
—Perception.	**—Self-Confidence.**
—Judgment.	**—Driving Power.**
—Initiative.	**—Self-Control.**
—Will-Power.	**—Tact.**
—Decision.	**—Reliability.**
—Ideation.	**—Salesmanship**
—Resourcefulness	**and**
—Organising Power.	**—A Reliable Memory.**

that are indispensable if you wish to achieve success in any sphere of life.

"The Efficient Mind," besides containing a full description of the Pelman Course, also gives particulars of striking successes in Business and the Professions won through practising Pelmanism.

Every reader who wishes to improve his or her present position should get and read this book.

Write for a free copy of this book to-day (using the Coupon printed on this page) to the Pelman Institute, 15, Pelman House, Bloomsbury Street, London, W.C. 1.

The Baroness Orczy, one of the most popular authors of the day, who makes a striking appeal to readers to take up Pelmanism in order to make a success of their lives. Full particulars of the method advocated by the Baroness will be sent free of cost to everyone who uses the coupon printed below.

THE BARONESS ORCZY.

Every day letters reach the Institute from men and women who have added to their incomes, won their way to higher positions, and secured other practical benefits as the result of taking up Pelmanism.

Here are a few extracts from the Institute's post-bag:—

A Manager writes:—"Salary increased from £230 per annum, first to £400, then to £800, now to £1,000, in two years. My age is 33 years."

A Salesman reports that Pelmanism has given him "increased self-confidence, more tenacious memory, and a rise of £145 per annum."

A Clerk states that he had quadrupled his salary.

A Shopkeeper reports that he has doubled his business.

An Artisan reports "a little over 100 per cent. increase in wages."

A Doctor says that he has steadily increased his practice.

An Accountant reports a "substantial increase in salary."

A Telegraphist says he has secured his present appointment "simply and solely" through Pelmanism.

An Electrician reports a promotion and an increase in salary of 25 per cent.

A Dental Surgeon says that since taking the Course his "income has doubled itself."

A Cashier writes: "I took the Pelman Course one year ago, and it has been of the greatest value. I can directly ascribe to its influence the fact that my salary is now 300 per cent. greater."

A Managing Director attributes his success mainly to Pelmanism.

A Mining Engineer writes that he has secured a post and increased his salary from £40 a month to £60 a month.

This is but a small selection from the thousands of similar letters in the possession of the Pelman Institute. They will give some indication of the remarkable work Pelmanism is doing in enabling men and women in every Profession, Business and Trade to develop Self-Confidence, to increase their Earning-Power, and to improve their positions in life.

To obtain full particulars of this wonderful system, either call at the Institute or post the adjoining Coupon to the Pelman Institute, 15, Pelman House, Bloomsbury Street, London, W.C.1.

"HOW I BECAME AN ASSISTANT MANAGER."

Former Clerk's Interesting Letter.

Formerly a clerk, the writer of the following letter once felt that he would never be able to rise to a better paid position.

He suffered from lack of energy.

He found that he could not concentrate.

There seemed no hope of promotion for him.

But in a fortunate moment he decided to take up Pelmanism, and to train his mind scientifically.

He describes the result as follows:—

"When I took up Pelmanism some short time ago, I could not concentrate, was not fit for any brain work, and was given an odd job—clerical—in the Publicity Department of my firm. Pelmanism gave me courage, hope, energy.

"At the moment, although but 25 years of age, I am Assistant Manager to that same Department. And I have not finished going upward yet.

"Once I thought your advertisement contained, to put it mildly, a quantity of bluff. Now I know I was mistaken."

Hundreds of similar cases could be quoted.

EASY AND INTERESTING.

Pelmanism is quite easy and simple to follow. It takes only a few minutes daily. The books are printed in a very handy "pocket size," so that you can study them in 'bus or tram or train, or in odd moments during the day. Even the busiest man or woman can spare a few minutes daily for Pelmanism, expecially when minutes so spent bring in such rich rewards.

If, therefore, you wish—

To strengthen your will-power,
To develop your powers of concentration,
To act with foresight and decision,
To become an efficient organiser and manager,
To develop initiative,
To become a clever salesman,
To originate new ideas.
To acquire a strong personality,
To become a good conversationalist,
To talk and speak convincingly,
To work more easily and more efficiently,
To cultivate a perfect memory,
To win the confidence of others,
To widen your intellectual outlook,

in short, to make the fullest use of the powers now lying latent or only semi-developed in your mind, you should send to-day for particulars of the Pelman Course.

Here is the Coupon. Fill it up or use a post-card, and post to-day to the Pelman Institute, 15, Pelman House, Bloomsbury Street, London, W.C.1, and by return you will receive full information about the system that has done so much for others, and the benefits of which are now obtainable by you.

USE THIS COUPON (OR CALL) TO-DAY.

To the PELMAN INSTITUTE,
15, Pelman House, Bloomsbury Street, London, W.C. 1.

SIR,—Please send me, gratis and post free, a copy of "The Efficient Mind," and particulars of the new Pelman Course.

NAME .....

ADDRESS .....

.....

All Correspondence is Confidential.

Vol. XXXVI. No. 960.
Week Ending Saturday.
Oct. 25, 1924. Twopence.

JOHN BULL

The Paper on which the Sun Never Sets

The WORLD, *the* FLESH *& the* DEVIL

For the People—the Right to Justice & Truth.

93, Long Acre, London, W.C.2.
Telephone: Gerrard 9366.
Telegrams: Heroically, London.

For Your Guidance.
On our centre pages will be found important exclusive articles by Mr. Asquith, Mr. Baldwin and Mr. Clynes. Read them, think about them —and *vote*.

Dirty.
Party leaders are too busy indulging in abusive personalities for our liking. We should prefer to see them setting out practical policies—which alone matter, and which alone will win votes.

The Only Test.
The real issue that matters in any election is this: Has the Government done its work well? Has it governed wisely in the past—will it govern wisely in the future? Nothing else matters.

Don't Disenfranchise Yourself.
Once more we urge every citizen with a vote to use it. Go to the nearest Party committee rooms and ask to see the voter's register. If your name is on it you are entitled to vote.

What We Know.
If Labour should gain even half a dozen seats at the Election, or if its poll is substantially increased, the Government will not resign.

Interpreting the Verdict.
The Premier takes the view that either event would be a vote of confidence in his administration, and he will treat the result on this basis.

Futile Argument.
In our view both the *Daily Mail* and the Labour Party are wrong in their squabble over unemployment figures. If they are better than a year ago it is because trade is better. There is no other reason.

Hecklers Forward!
Still the number of the unemployed is a matter for grave concern. Their position has not been appreciably eased. Don't be put off by vague theories. Demand from every candidate exactly what measures he proposes to provide work.

As Usual.
"When war breaks out," said Dr. Johnson, "truth is the first casualty." In the present electoral war this saying is once more fulfilled.

At Their Old Games.
Sections of the Press have been busy misleading the public in regard to the seats secured at the last election on minority votes.

Bursting the Bubble.
The truth is that the Conservatives held ninety minority seats, the Liberals forty-five, and Labour sixty-six. And that's that!

Ignoring the Red Herrings.
On another page Mr. A. G. Gardiner deals trenchantly with the real issues before the electorate. His article should be read by every thinking voter.

What Do They Fear?
We have waited in vain for the Government to propose immediate electoral reform. But come it must, and its silence is, to say the least, suspicious.

Wasted Millions.
During the past two years some £6,000,000 has been spent in three elections—and with no decisive outcome. Time, indeed, that some way of avoiding these recurring appeals was found.

The "Cabin Boy" Again.
Viscount Younger has been very busy informing the country that all the Labour Party is Communist. He should be fair. Didn't he hear about the rout of the Reds at the Queen's Hall Conference?

We Don't Want It.
Secret negotiations are afoot to ensure a Coalition Government after the Election. This particularly inefficient form of administration is a real danger unless the country speaks with a decided voice.

A Real Issue.
Mr. Snowden's Budget took £30,000,000 off food taxes. Most of that is back in the pockets of the profiteers. Ask your candidate what he proposes to do about it?

Shelved but Not Forgotten.
The Election has prevented the Bill for checking profiteering by the housing ring being discussed. The country has not forgotten it, however, and it is one of the first things the next Parliament must deal with.

Inviting Disaster.
Labour rowdies who prevent free speech at opposition meetings are getting their party a bad name. Both national and local leaders should take stringent measures to ensure a fair hearing for all.

Crying for Reform.
Since April no fewer than 180 mines have been closed in the South Wales area alone. The position of the industry could scarcely be graver.

Facts.
At Dunfermline, direct labour saved the municipality £14,750 on its housing contract. Here's something for the next Minister of Health to think over.

How the Election is going!
See page 17.

Touching the Spot.
The Federation of British Industries calls anti-profiteering and anti-trust measures "revolutionary proposals." Really? All we can say is that the country is ripe for "revolution."

Where Are the Brains?
Why does nobody propose measures for dealing with the menace of the wheat ring? Can't they —or won't they—see the dangers of dear bread?

The Great Tea Mystery.
Before the Budget, good tea cost 2s. 4d. per lb. After the Budget it cost 2s. per lb.—for a few weeks. Now *good* tea costs 2s. 8d. per lb. Who is pocketing that extra 8d.?

What a Game?
In London, the price of flour has fallen. In Swansea, the price has risen. This shameless juggling with food prices can, and must, be stopped.

The Mosul Powder Mine.
Nothing can minimise the gravity of the situation in Iraq. What a colossal folly that "mandate" has been. The new Parliament must end the farce.

Advocating Waste.
As the result of his visit to Iraq, Lord Thomson will propose a considerable increase of the Air Force in that region. Unless, of course, the electorate puts its foot down.

It Must Not Be.
Teachers have categorically refused to accept a 10 per cent. cut in their salaries, and in our view they are right. The very suggestion is scandalous.

Signs of the Dawn.
With the German Loan settled, European Reconstruction is at last under way. Trade revival is already visible, and barring prolonged industrial strife, prosperity is about to return.

Shamed into Action.
The Minister of Labour is going to enquire into the wages paid to waitresses. As usual, our revelations of the scandalous state of affairs have produced action.

The Ostrich Ministry.
We cannot imagine what purpose the Air Ministry imagines is served by hiding the facts of the R.A.F. crashes and deaths. Public indignation demands an instant and searching enquiry.

No More Muddle.
Wembley will reopen next year in some form or other: but not another penny of the taxpayers' money must be used without a clean sweep of the inefficients at present responsible for its administration.

The Week's Best Joke.
The British Fascisti is "the only live anti-Socialist organisation." They say so themselves. The Conservatives, Liberals, and Winston Churchill *will* be pleased!

L.C.C. Sense.

We congratulate the L.C.C. in continuing the extension of the dancing hours granted to hotels and cabarets. Personally, we have neither the inclination nor the time to dance at 2 a.m., but we believe in allowing those who have to enjoy themselves openly in well-supervised hotels.

Rickety Props.

Within a few days two men were killed by the collapse of scaffolding at the top of a gas-holder at Romford gas works. We press for an investigation to prove whether such accidents are mere coincidences or the result of culpable carelessness.

5,000 Volt Courage.

After getting a shock of 5,000 volts most men would have ceased to take an interest in things, but Frederick Sheasby, a Birmingham electrician, is made of stern stuff. Realising the peril to others, he staggered, with his clothes ablaze, to the switchboard and turned off the current, preventing a disaster. Not until then did he collapse. We wish him a speedy recovery from his hospital bed.

Tattered and Tottering.

Alderman Sir Charles Wakefield is a sane human. A tattered street musician, Milton Sapsford, twenty, tottered into the dock at the Guildhall, and it was explained that he had had several fits that morning. Whereupon, convinced that the man was not shamming, the Alderman persuaded the police to withdraw a charge of assault. A much better way than hounding a sick man!

A Mother's Martyrdom.

The Home Office has done the right thing in releasing Elizabeth Baker, the Coventry woman who was sentenced to death in 1917 for the murder of her ten months' old child. The circumstances of the crime were pathetic in the extreme, and the poor woman's anguish of soul is ample punishment. To hang her or imprison her for life would be wicked vindictiveness. Now she has a chance to wipe out the stain by good citizenship.

The Way of the Transgressor.

A Reading postman named Harold Watts has just been sent to prison for stealing letters. Up to this his record has been of the best. Twelve years' service in the Navy, including engagements with the *Goeben* and other big German battleships, served on the *Iron Duke* at Jutland, and was the wireless operator on the *Quest*. He holds the 1914 star and the Victory medal, but by one foolish slip he has wiped out the record of a lifetime. Thus are the tragedies of life made.

A Snub for Officialdom.

When a representative of the L.C.C. applied for an ejectment order against a family of eight living in two rooms at Sandwich Buildings, Rotherhithe, Judge Sir Thomas Grainger bluntly refused to turn these poor people out, declaring that they had been harshly treated by the L.C.C. Moreover, he added a point to this well-deserved snub by paying the arrears of rent out of the poor box. It is good to know that the poor have such a champion to protect them against official oppression.

Slaves of the Shops.

We congratulate the Bournemouth Town Council on instructing their clerk to inform the Home Office that in their opinion seventy-four hours of work a week as allowed by the Shops' Act is excessive for a young person, and that an amendment of the law is urgently needed. We agree. The recent sweating articles we have published have brought home to the public the misery suffered by young people working far too long each day. If we want an A1 nation, we won't get it by C3 sweating.

Playing the Fool.

Although William C. H. Morris, of Gloucester Road, Regent's Park, is three score years and five, he is skittish enough to give a false fire alarm. Unfortunately there are other asses with as long ears. Last year false alarms cost London ratepayers £5,320, and every week there were more than ten false calls. Yet Morris was fined only £5.

Mr. Bogus on Tour.

The secretary of the Actors' Association, Mr. Alfred Lugg, writes to congratulate us on our efforts to expose the activities and dodges of bogus theatrical managers. We are glad that we have brought a number of these rascals to book, but we shall not rest until we have rooted out the whole gang of impostors and obtained legislation to prevent others from following in their evil ways.

A Lesson for All.

The Ipswich Board of Guardians have discovered a deficeincy in the funds of their Unemployed Relief Department amounting to nearly £2,000, and have recommended that proceedings be taken against a member of the staff who has confessed to part of the defalcations—a very proper decision. But if there had been proper supervision this could not have occurred. There is a lesson here not only for Ipswich, but for the rest of the country.

The Human Machine.

THE LIGHTED WAY

by E. R. THOMPSON, M.A.

FROM time to time I have pointed out various mental powers that, rightly used, act as a spur and a source of energy.

Did it ever occur to you what a help imagination can be, if directed towards the right ends?

We all know people of whom it can truly be said: "They are quite devoid of imagination."

As a rule this is nothing to their discredit. Quite often there goes along with this lack an equable temper, a placid temperament, a calm that neither joy nor adversity can readily destroy.

But you will rarely find that a person who lacks imagination gets anywhere. He moves always in a limited space. He gets in a rut—and is content to stay there.

"Where there is no vision," said the old writer, "the people perish." And without imagination there comes also a mental and spiritual death.

Dulled imagination means dulled desire, dulled ambition, the death of endeavour and enterprise.

But imagination should be directed towards a positive and constructive end. Picture what might be, picture what you want to be.

Use your imagination as a torch to light a difficult and unknown past.

Some people use their imagination to picture all the obstacles and terrors they may—perhaps—encounter.

To do that is to misuse a valuable faculty. It is to transform into a brake what could, and should, be a motive force.

Neither should imagination be allowed to develop into mere day-dreaming. To do that is merely to allow it to drain away mental energy that could be far better employed.

No great man ever became great without using imagination. Remember that—and keep out of the rut.

Out for Money.

Mr. Hunt, Paddington tax-gatherer, needs to temper his zeal with intelligence. He threatened to distrain on a tenement tenant who had paid his rent, because the landlord who had had the rent had not paid his property tax. In court he explained that the threat was a legal formality to obtain the rent in satisfaction of the tax. Mr. Hunt might be more discreet in his duty.

A Public Grievance.

There is great indignation locally over the fencing in of certain public lands by the Hayling Island Golf Club. The exact legal position is in some doubt, but it seems quite clear that the land in question forming a walk along the cliffs has for a very long time been freely open to the public. Now suddenly the Golf Club puts up barbed wire. The "enclosure of the commons" was a black page of English history which must not be reopened.

Our Starved Race.

The more we hear of the medical discussions about "vitamines" the more evident it becomes that thousands of our poorer citizens are never properly fed. It is impossible, say the doctors, to support a healthy life without a sufficiency of fresh milk, eggs, vegetables and butter. Yet scarcely any precautions are taken by the State to ensure a cheap supply of these commodities in a state of purity. As long as this is so we shall remain a C3 people.

Fighting the Milk Trusts.

We are in intense sympathy with the action of Mr. Wade Schweir of Ditton's Park Farm, Polegate, who is making a great attack on milk prices at Eastbourne. He retails milk from door to door for 4d. per quart and guarantees not to go above 6d. even when the prices elsewhere are at their highest. If one man could do this and still keep on the right side of the workhouse gate why not all? Someone is skimming the cream from the milk business.

As the Twig is Bent.

"I realise the mess I have made of my life," said a prisoner charged at the Brighton Sessions. Was this entirely true, or had the law made a mess of it for him? At the early age of ten years he was first convicted, and it was the period of reformatory school detention following this juvenile offence that accustomed him to thoughts of crime. A terrible responsibility rests on those whose task it is to deal with first offenders, especially those of tender years.

Justice and Geography.

Though the London magistrates, and even the London Sessions, are wakening up to the drunken motorist menace, there are provincial centres where it is still possible to risk other people's lives at a trifling cost. The same day the Marylebone magistrate sentenced a commercial traveller named Vincent William Langley to twenty-one days' imprisonment for being drunk in charge of a motor-car, the Rochester Bench let off Lieut.-Commander J. W. Rainier with fines amounting to £12 for a similar offence. Apparently justice is a matter of geography.

A Helping Hand.

A little help in time of trouble is worth a lot of sympathetic words. Mr. Charles Moon, of The Halfway House, Walton-on-Thames, writes: "On behalf of my mother I wish to express gratitude and appreciation of your kindly payment of £10 to help with expenses and to soften her disappointment. My father was also registered with a daily paper which he had taken for fifteen years, but they simply ruled out his claim. This adds to our good opinion of you, for you certainly showed some heart in the matter." All claims under our Free Insurance Gift Scheme are dealt with in the most generous spirit possible.

Sunken Money.

It is about time that something was done in respect to the Magadi Soda Company with its thousands of shareholders who subscribed £2,000,000 which is now sunk in Kenya. There is talk of a further appeal to the public, but we warn prospective investors against sinking fresh capital in this Kenya lake of tragedy. Let the mess of the past be cleared up first.

Good So Far.

It is good so far that an eminent member of the Jockey Club has brought to the notice of his colleagues the JOHN BULL article on the advertisements of trainers offering to tip winners, and there is going to be an enquiry into the particular case cited. It is possible that this enquiry will prove that the advertiser is not what he professes to be, but all the same it is desirable the truth should be known.

The Sabini Gang.

We have frequently made very caustic references to the Notorious Sabini gang and their hired terrors. Last week a most dangerous member of the gang was sent to jail for assault, and the ringleaders are now plotting new "stunts" to avenge themselves against the people who seek the protection of the police against their murderous threats. We warn Scotland Yard to be particularly vigilant during the next few weeks in regard to this gang. A lot of trouble may be avoided if this hint is taken.

A Pair of Knaves.

There are few crimes more rascally than robbing church offertory boxes, and two mean wretches named John Cutt and Gladys Penn who have been found guilty of stealing from a Worthing church are extremely lucky in not being very severely dealt with. Penn was bound over, and Cutt got two months hard labour. He should have got a much heavier sentence. He ran away when the vicar found them in the act of robbing the box, thus leaving the woman to face the music alone.

A Little Knowledge.

The people who run "The Parents' Clinic for Discretionary Birth Control," at 199, Plashet Road, E., profess to give advice only to married people and those over twenty-one years of age and engaged to be married. We suggest that they should be more discreet than to send pamphlets on the subject to young girls whose names appear in lists of competition prize-winners, whose ages they can have no means of knowing, and to whom a little knowledge may prove a dangerous thing. We have received many complaints of this practice.

Shameless Shylocks.

One of the duties of the next Parliament will be to pass legislation restricting the activities of fee-snatching moneylenders. Arnott's, Ltd., of Phœnix House, 19-23, Oxford Street, W., who are old offenders in this respect, recently obtained the last £4 he had in the world from a poor agricultural worker who wanted a loan to enable him to take a small holding, and then declined to make an advance without security of a kind which he could not offer. They cruelly ignore his pleading for the return of even a part of this fee. The law must stop such robbery.

A Croaking Quack.

Richard Haynel, the Worthing "Specialist in Balneo-Phys. Therapy for Nasal and Chest Complaints," whose pretty scheme of getting introductions to patients through the agency of that sanctimonious rascal the "Rev." Silas Jones, of Colwyn, we recently exposed, writes to a correspondent as follows: "If you are a reader of JOHN BULL, you will know as well as I do that the Editor is in the habit of making these attacks on certain people, a number of which are no doubt deserved." It is a habit we intend to continue in such deserving cases as Haynel's.

Problems of Life.

A DARK HOUR

by the Rev. R. J. Campbell, D.D.

HERE is a typical story of real life in these hard times. A man with plenty of push and grit has gradually built up a sound little business with good prospects.

But unemployment, heavy taxation, and the high cost of living have made it impossible for some of his customers to pay him at the proper time.

So he borrows from friends and relations in order to carry on, and also has an account running with the wholesale firms that supply the goods he sells.

He will be able to meet these obligations if those who owe him money do not fail him.

Alas! the unexpected happens. He makes some bad debts; some of his best customers die, others remove and cease to deal with him; those he principally depended upon for the means to make his own necessary payments ask for a further postponement.

HE is faced with bankruptcy and shame through no fault of his own, and he wants to know how in the circumstances he is to avoid worry and depression, and what should be his attitude to life with such a burden weighing upon his mind.

I have yet to meet the man who would not be troubled by the problem thus presented.

People do exist who are quite willing to let others shoulder their responsibilities for them and are, therefore, cheerfully undisturbed when things go wrong, but these are not the people who build up businesses or anything else.

Neither can I pretend that there is an easy way out of the impasse.

Sir Leslie Stephen wrote in his memoirs: "Edifying moralising is as easy as lying."

If I were in this man's place the thing I should feel most deeply would be losing my friends' money.

THEY are likely to blame him severely and cheapen him in his own eyes; or if they refrain from doing so openly he will be conscious of the grievance all the same, and tend to sink in his own esteem.

He should carefully guard against this, for when self-respect goes everything else goes.

Now is the time to rise to the finest of which he is capable, to meet the worst with courage and patience, to say with Henley—"My head is bloody but unbowed."

He and those he loves are in for a hard time, and the worst part of it is that it seems to spell final ruin.

That is not so. Character is our chief asset; and no man of character can permanently be held down.

Mug-hunting Money-makers.

"How Money Makes Money" is the title of a book which is being hawked about through the post for 7s. 6d. by a concern called "Duncan's," of 1, Hanway Street, W. According to the circulars it contains a system whereby anyone should find the accumulation of wealth as easy as shelling peas. It is strange that people in possession of such valuable secrets should be so eager to part with them.

The Vanishing Trick.

If this should catch the eye of Ernest Burns, formerly of 11, Station Road, Finsbury Park, N., he may save himself from being branded as a mean swindler by letting us know his present whereabouts. He canvassed for orders for photographic enlargements and collected payment by instalments, but letters asking the reason for delay in delivering the framed picture are being returned marked "Gone away." This vanishing trick is becoming far too popular.

Belief in Bele.

Some enterprising people are making a door to door canvass in order to bring luck, happiness and prosperity to people who think they would like these things. It appears that a hard-up Mr. Lionel Lawrence fell and hurt his hand in India. What hurt him was a buried metal image of "Bele," the Goddess of Luck. He became rich, and is now selling metal images of "Bele" for sixpence a time. If you're out of luck you fill his pockets by buying a sixpenny "Bele." If you believe in it you will believe anything.

Selling a Pup.

T. C. Whitaker, of "Twites," Blackmore, Essex, whose unsatisfactory business methods we recently exposed under the heading "A Leghorn Leg Pull," appears to have equally shady dealings in dogs. He advertised an Airedale and wrote a glowing description of the animal on the strength of which a reader sent him the money he asked for it. The dog when it arrived proved to be a mongrel pup, and was promptly returned. It was only after the intervention of the police that the money was refunded.

Bogus Bankrupts.

Mr. H. H. Spence, M.P., at a recent meeting at Bradford, emphasised the necessity for tighter legislation respecting fraudulent bankruptcies. We endorse his appeal. It is a grave scandal that rogues can do business fraudulently and then evade punishment by filing fictitious claims in bankruptcy. We have long called for an amendment in the law to enable the police to bring bogus bankrupts to book.

German Grab.

A fine example of German honesty is set by the firm of Dr. Meyer and Co., 26, Filzengraben, Cologne, who circularised shopkeepers in this country soliciting orders for safety-razors and other cutlery. People who sent them money months ago are still awaiting delivery of the goods, and have not been able to obtain even so much as an acknowledgment of their remittances. Cannot our Consular service get busy?

Snares for Songsters.

Judging by the number of our readers who seem anxious to burst into song this might be springtime instead of autumn. Many enquire whether they should entrust their musical efforts to The Strand Music Co., 203, Strand, W.C., who offer to publish songs provided that the writer purchases one hundred copies for £8. This and similar offers made by other concerns are simply snares to catch unwary composers who are far too easily deluded into believing that they have written the hit of the century.

Oh Blessed Charity!

A gentleman called the Rev. W. J. Thomas, who runs the Westminster Mission, the headquarters of which were recently at 62, Edgware Road, appeals to the public for funds in the name of the poor and homeless. He also preaches frequently in Hyde Park. Mrs. Leslie, of 43, St. Agnes Place, Kennington, where the Reverend Thomas lodged for some time, is particularly interested in his appeals for charity, since she has been trying since July to get more than £11 from him for board and lodging, as he uncharitably left without paying.

People of the Abyss

Where the sun never shines and joy is unknown.

MANY people, the sons and daughters of poverty, are eating their lives out in wretched hovels in various parts of the country because they are poor, and because they cannot get decent places to live in.

Many of these filthy and insanitary "homes" ought to be condemned as unfit for habitation.

They are the direct cause of the worst forms of disease, and, in many cases, are responsible for the untimely deaths of those who are forced to live in them.

Some shocking revelations of this deplorable state of affairs come from Monmouthshire, where the medical officer of health, Dr. Rocyn Jones, C.B.E., has recently issued a report on the local housing conditions.

Garret of Gloom.

In Blaina, for instance, a mother and two daughters sleep in a gloomy garret over the stairs; in a neighbouring bedroom, measuring twelve by twelve by seven feet, father and two sons sleep in one bed and another son, aged twenty-two, suffering from typhoid fever, in another bed. The poor mother nurses the typhoid case and does the domestic work as well. The typhoid case is a mass of bedsores on the back and buttocks.

This case is bad enough. But there are even worse. In a Coalbrook Vale hovel, which has been converted into four dwellings, there have lately been no fewer than ten cases of typhoid fever!

In one "room" the doctor found two double beds side by side. In one of them sleep two sons aged twenty-three and nine, and in the other two daughters aged thirteen and eleven. All these persons were suffering with typhoid fever. The whole dwelling was damp, grossly overcrowded, with no proper separation of the sexes.

In one Nantyglo hovel the doctor found nine children—four girls and five boys, whose ages ranged from nineteen to one—sleeping in one apartment, while in another "hole" a husband, wife and six children (including a boy of fourteen and a girl of fifteen) are sleeping in one room.

Five in a Room.

In another Coalbrook Vale tenement a whole family sleep in one room in which there are two beds. The husband, wife and one girl of three sleep in one bed, and two boys aged sixteen and twenty in the other. There was, the doctor reports, a case of typhoid in this den.

Some other cases are even more dreadful and disgusting, and the authorities should tackle this shocking evil seriously and effectively.

Can tragedies of this kind be wondered at when people are permitted to live in such dirty and damnable and verminous garrets?

The safety of the people is the highest law. What a mockery this noble maxim must appear in the hovels of Monmouthshire.

Ye Bald! Jump for Joy!

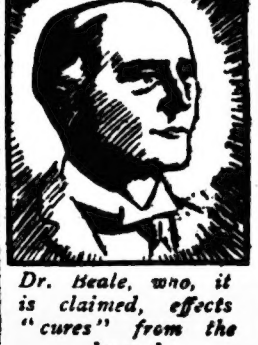
THE "good time" that we all long for has apparently arrived—if we can believe the claims of this Society that all our ills can be cured. But there is a dangerous side to the broadcasting of such pretensions.

THERE are some people who have firmly convinced themselves that Providence intended them to save the world from death, damnation and disaster.

Amongst them we give a foremost place to a lady, or a gentleman, whose address was C. S. S., c/o J. Carpenter-Smith, Esq., Box 2, 24, Ebury Bridge Road, London, S.W.1—an accommodation address,—and is now 46, Ebury Street, S.W.

C. S. S. is the chief figure in a mysterious concern called the Panacea Society, which asserts that it can cure such maladies as cancer, epilepsy, consumption, paralysis, and many other complaints, from nervous debility to constipation.

It purports to be the medium of Divine Providence, curing ills through the definite promises of God to British prophets, one of whom was the famous Joanna Southcott.



Dr. Heale, who, it is claimed, effects "cures" from the beyond.

The people whom Providence has thus selected to eliminate disease from a wicked world do not reveal themselves ostentatiously to an awe-stricken public. They prefer to be anonymous, and to describe themselves merely as the President of the Panacea Society, the Four, the Twelve, the Circle of Probation, the Inner and the Outer Circle. It sounds like the Underground Railway, though not so well advertised.

The cure is astonishingly simple—nearly as simple as the people who take it. It consists of a tablet, which is apparently a piece of paper about one-twelfth the size of a postage stamp. You put this in a pint of water and drink it—and if you are not cured evidently Providence is not interested.

The writer of this article would have tried the cure, but the tablet he immersed would not dissolve (showing plainly what Providence thinks of *him*), but just floated around like any ordinary uninspired scrap of paper.

It should be added that the literature says that the treatment is only of value to those who have asked for it. But as the circular is headed Divine Deliverance, it is permissible to ask by what right Ebury Street is entitled to restrict the benevolence of Providence.

The other day a meeting of the Panacea Society was held in the Town Hall, Kensington, from which it appeared that most of its leading members are ladies, and that its miraculous powers are wider than one thought. A case of baldness, it seems, was cured by wetted magic tablets.

If baldness can be cured, there is a fortune available, and the bishops ought to reconsider the decision not to open Joanna Southcott's box. It may be full of patent medicine recipes, rained down from heaven like snow and sleet and the gentle dew.

In another case a dog was cured of eczema; and we presume that this intelligent animal asked for the treatment, according to the rules. If you believe in Panacea miracles, this is not so hard to accept. And if any dog can be expected to lift its voice in insistent obtrusion, clearly a dog with eczema is entitled to do so.

If the diluted magic tablet is not required to be tried on the dog, it can be used to sprinkle a new house. If you are not moving into a new house, you can use it to sponge the back of your neck, when it will cure noises in the head and justify the ways of Providence to man. Failing that, you can use it for influenza, or at least constipation.

There is one great merit about this cure—you don't have to pay anything for it, as it is distributed free, Providence apparently having no need of ready money.

But that is not the point. These ladies must come out into the open. As it is they are a public danger.

There are hundreds of poor suffering people throughout the country who are hoping against hope for some cure for such terrible evils as cancer and consumption. When they hear that benevolent ladies, who desire no profit, have such a cure, the result of definite promises from God, they are tempted to ignore the doctor and surgeon and fly to the quacks.

It is to save these poor people, in their anguish and sorrow, that this article is written. It is abominable cruelty to raise hopes in the homes of suffering. There is, perhaps, no use in expostulating with the religious fanatics of Ebury Street, or in asking them to stick to eczema in dogs.

But we can at least expose the humbug and the self-deception and the charlatanry of the Panacea Society—and ask them what right have they to hide the secret and the mystery for which they claim Divine origin and support, adding to the impudence of imposture the offensive element of blasphemy?

Wembley: Our Demands

The ruined people behind the Exhibition's magnificence.

THE creditors of the three Wembley companies in liquidation — the Amusements Construction Company, Ltd., the Side Shows and Games (Wembley) Ltd., and the Wembley Supply Company, Ltd.—are anxiously waiting to hear whether our repeated appeals on their behalf are to be answered by the Exhibition authorities.

We have shown in previous articles how two gentlemen named Horace Scott Laycock and Frederick James Bird were associated with these and other companies in connection with the concessions at Amusements Park; and how, through errors of judgment, the three companies were forced into liquidation.

As far as can be ascertained, there is something like £130,000 involved in the losses of these creditors, many of whom did work at Amusements Park and supplied goods to these companies because they believed they were working to make the Empire Exhibition a success.

Many are ruined, others almost knocked out of business, by their dealings with these Laycock and Bird concerns.

Nor does the fact that Laycock and Bird are stated to have lost heavily through their association with Wembley affect our point of view. The directors of the concerns in question should not have entered into financial obligations with contractors and small traders unless they were sure that they would be able to meet them when the time came.

A South Coast firm supplied hundreds of pounds' worth of goods to the Side Shows and Games (Wembley) Ltd., and, like scores of other firms, have now come to the general conclusion that "we finally find ourselves with no prospects of getting a penny piece."

In the course of our enquiries we learn that there is a scheme under consideration for appealing against the order of the Court in regard to the smaller companies—an arrangement which, if it goes through, will relieve these concerns of certain debts which forced them into liquidation, but which, it is stated, were not rightly theirs to pay.

If it comes off, it will help the creditors in the smaller concerns at the expense of the creditors in the larger concern, the Amusements Construction Company which already has liabilities of £100,000. This is paying Paul by mulcting Peter.

The whole business is a scandal, and we appeal once more to the Exhibition authorities to deal with it promptly and considerately.

The matter would have been raised in Parliament but for the interruption of the General Election. This is a further reason why the Exhibition authorities should immediately look fully into this matter.

Markosky—Long Firm King

MANY rascals are being sent to jail at present for obtaining goods on credit and selling them below cost to others. But the two ringleaders exposed here, who are making vast profits every day, are still at large.

SINCE our exposures of the "long firm fraud" gang, and our appeals to Scotland Yard to tackle this matter vigorously, several men have been arrested and sent to jail for obtaining goods from respectable traders on credit by giving false references.

We repeatedly referred, for instance, to the activities of a person named Edward Colbourn, of the Manchester Continental Trading Co., Cromford Court, Manchester. We publicly charged him with obtaining goods on credit, selling them, and not paying the traders he duped. In exposing this rascal we suggested that an official "black list" should be drawn up for the protection of traders against people like him.

We now record the sequel. Colbourn has been tried at Manchester, and pleaded guilty on seventeen charges of obtaining goods by false pretences. He was sentenced to three years' penal servitude.

We are glad we were of service to the public in this matter. But Colbourn is only one of the smaller fry; and if trade is to be saved from the worst sharks who are preying upon it the police must get the big rascals who hide in the background and work through agents.

We will tell the police where to look for the Big Noises of this rapacious and unscrupulous gang.

To begin with, they ought to search for a man named Markosky, alias Cohen, alias Gregory, alias Graham, alias Marks. The police nearly laid their hands on him last year in Manchester, but he skipped just in time, and is at present living on the Continent. There are many warrants out for his arrest.

He is a Russian by birth, and it is to be noted that most of these long firm swindlers are aliens. When things get too hot for him he pretends to die, and the notices of his death are circulated to the people who are looking for him.

Then, like the phœnix arising from its own ashes, he comes to life again under another alias and resumes the game of dipping his hands into the pockets of other people.

Some time ago he had an elaborate flat in Mayfair, and lived the gay life, his looseness of morals being by no means confined to the commercial code. He is now in Paris directing the operations of his gang through correspondents, some of whom have an office in Ludgate Hill, others in Manchester and Bradford.

Many of the instructions come in telegrams in code, and if the police consult with the post office they ought without much difficulty to get in touch with this master rogue, who has cost the textile trade in this country well over £10,000,000. He is to-day extremely wealthy and laughs at the simplicity and the sufferings of his dupes.

Then there is another Russian named William Fischer, alias Cohen, alias Hemmings, alias Clayton, etc. He was of the Mayfair fraternity too, and he is right-hand man to Markosky. He arranges for other people to take the risks that lead to jail.

In this case he managed to persuade the court that he was not the accomplice but a victim of the long firm genius, and he got a light sentence. He used to boast that the police were his friends and that he gave them bogus information which kept them busy and diverted attention from himself. He is now in hiding. His chief colleague, Jacobson, alias Silver, is now in jail.

One of the many minor figures in this game is a man named Isaac Winchovech, a Russian Pole, who was sentenced last week to fifteen months. He had obtained goods on credit and could not explain what had become of them, but the police discovered that he had passed them on to Fischer. At the same time a man named Leopold Adler pleaded guilty to fraudulently accounting for goods obtained on credit. He said he had sold a lot of these goods to a concern called Hemmings and Co.— which was, as a matter of fact, really Mr. Fischer!

Philip Jacobson, mentioned here.

The Recorder observed that he had heard of Fischer before, and counsel remarked that the characters were the same, though the play was different. As a matter of fact the name of Fischer crops up in a regular procession of cases of this kind.

The Recorder at the Old Bailey, in dealing with Isaac Winchovech, said that he would not be recommended for deportation as it would be unjust to send anybody to Russia at the present time.

We cannot understand this tender solicitude for aliens who abuse the hospitality of this country, and we hope that the police will refrain from taking on this account a charitable view of the rascality which is involving in loss and suffering thousands of innocent people.

Mid-Ocean Torture

Does kindness to animals exist only on land?

THE limelight of publicity ought to be directed upon the abominable cruelties inflicted at sea upon animals and poultry destined for consumption—before, and at the actual time of slaughtering.

Although in the modern slaughter-houses great advance has been made in the mitigation of suffering by the extensive use of the humane killer, no such improvement has been made at sea. Cattle may be found herded into hastily erected pens, where they can barely stand with comfort, to remain there for considerable periods, eventually to endure the most intense agony when being slaughtered by men too frequently totally ignorant of the correct and most humane methods.

On the smaller cargo vessels, those making long voyages especially, it is preferable that livestock should be carried, as the majority of them are only fitted with ice-chambers, and but few with refrigerators. Numerous instances might be mentioned where no consideration has been given to the comfort of the cattle and poultry at all on these vessels. Each of the following cases occurred on one steamer trading between the United Kingdom and the Persian Gulf.

For three weeks, with a temperature averaging 110°, two pigs were confined in an iron box measuring six feet long, two feet wide and two feet high, which was situated in the centre of the top deck, exposed to the direct rays of the glaring sun. During the day this box was so hot, it was impossible to put a hand on it.

On another occasion fourteen chickens were brought aboard in the Persian Gulf, enclosed in a cage measuring four feet long, two feet wide and eighteen inches high. During the first two weeks the temperature averaged 98°. The cage was placed below deck where the atmosphere was stifling, one or two birds being taken out and killed occasionally, the last two being killed shortly before the vessel arrived in the United Kingdom after a month's voyage.

Quite recently six sheep were shipped aboard this steamer and herded into a pen six feet square, situated below the main deck, where they were confined for two weeks. The temperature during this period did not fall below 96°. These cattle were ultimately slaughtered by having their heads hacked off, the complete process on each beast lasting well over a minute, so that the suffering caused was severe.

It should be made compulsory that the cooks and stewards on these vessels receive tuition in what is considered the most humane method of slaughtering cattle, and on ships where the carrying of live stock is necessary better arrangements should be made for the housing of it.

The present conditions are a disgrace.

World Flight Fiasco

A noble project with an ignoble ending

THE Right to Justice and Truth belongs to all Britons, and it is not forfeited by them because they have given their services and their money to help forward a project designed and intended to bring honour to the British Empire by arranging the first flight round the world.

Such a group of men are the gallant fellows who were induced to invest their money in, and give their services to, a proposition called the World's Flight Expedition of the Legion of Frontiersmen.

This money was subscribed in response to appeals issued from the office of the Legion of Frontiersmen in London, and on the appeal was printed the name of Lord Loch, the president of the Legion.

A steam yacht called *The Frontiersman* was purchased, and the crew subscribed between five and six thousand pounds. Lord Loch and General Brancker, of the Air Force, inspected it before it sailed, and gave it their blessing.

The Ship of Debt

The ship was in debt before it left, although the crew did not know it. It was sold for debt in America, and the crew stranded.

Some of them are now home, and they are asking for their money back. The Air Force repudiate responsibility, in spite of General Brancker's official benison, though it fully sympathises with the sufferers.

Lord Loch's organisation declares that the expedition was a separate undertaking not conducted by the Legion. Yet the name of Lord Loch was on the notepaper on which the appeals were made. If Lord Loch is unaware of this he has been very badly treated.

The survivors have been told that the expedition was arranged by Captain Roger Pocock, the founder of the Legion of Frontiersmen. Some of them have applied to him for help. They have been informed that he is abroad and cannot help.

A Wise Lender

We now learn that according to the chartered accountants, the only amount subscribed to the expedition by Captain Pocock personally was the sum of £185, appearing in the accounts as a loan which was subsequently repaid.

If the other fellows had been lucky enough to *lend* their money instead of *investing* it, they might have been lucky enough also to get their money back. But they were only the rank and file, and **not** so fortunate in this respect as the founder of the Legion.

In view of this new and quite surprising discovery we again ask Lord Loch if he can make no suggestion that will help those who suffered by acceding to a patriotic appeal in which his influential name was so conspicuously used.

Not a Ford Joke

An Expensive Peep into the Future.

MESSRS. W. C. MONTAYNE AND CO., of New York, have recently opened a London office at 23, Leadenhall St., E.C.

From that point of vantage they are issuing circulars to British motorists with the view (ostensibly) of doing a bit of good to that great body and (unostentatiously) a bit of good to themselves.

What they are offering to people in this country is the privilege—the word is theirs, not ours—of buying not less than five, or more than fifty, Ford Motor Company of Canada Limited American Units at 28s. per unit.

At first sight this seems a jolly good thing, and Messrs. Montayne and Co. enthusiastically endorse that idea. As they say, when by some magic the Ford Canadian enterprise has become as big as the American concern, a hundred dollars invested today will be worth more than fifteen thousand dollars.

We may be pardoned for asking exactly what it is that Messrs. Montayne and Co. are giving us the privilege of buying at 28s. per unit.

A unit, it appears, is the hundredth part of a hundred dollar share. Without any privileges, and by the aid of our own poor intellectual resources, we make the calculation that a hundredth part of a hundred dollars is one dollar, which, according to current quotation is worth about 4s. 6d.

It is this that Montayne and Co. give as the privilege of buying at 28s. It is true that the concern is paying 10 per cent. on a dollar, which is less than 2 per cent. on 28s.

But *we* are not having any.

Arrested for Missing a 'Bus!

WE ask magistrates in London and throughout the country to make a special note of this very important case, and to bear it in mind for the protection of the general public. Innocent men need protection.

THE position of a man standing at the bar of justice and being punished for a criminal offence is one of the most painful and humiliating that can be conceived—even if he is guilty.

But if he is not guilty, if he has protested his innocence in vain, and the weight of evidence against him has doomed him to shame and disgrace, then no position could be more dreadful, heart-breaking and tragic.

That is the position in which Mr. Frank Gross, a clerk employed at the Aliens Registration Office in Commercial Street, London, E., found himself at the Guildhall, when he was bound over by Alderman Sir William Pryke to be of good behaviour for six months after a conviction for being a common pickpocket had been recorded against him.

Mr. Gross is like hundreds of thousands of his fellow citizens in that he goes to and from his office in the city by 'bus. Every night about six o'clock he had to take part in the rough and tumble to get in a crowded 'bus at High Street, Aldgate.

He is apparently not a very pushful or self-assertive man, and on the particular occasion out of which the charge arose he missed four or five 'buses because he was unable to force his way through the crowd into any of them.

In the ordinary way one does not expect any sympathy in circumstances of this kind. Mr. Gross neither sought it nor got it. But what he did get was certainly what he did not expect.

The hand of a policeman was laid upon his shoulder, and he was arrested and dragged off to the police station as a common malefactor.

On the following day he was brought before Alderman Sir William Pryke and was amazed and dismayed at the nature and the quality of the evidence brought against him.

He found that he had not been arrested as the result of the observations of one or even of two police constables, but that there were actually three watching him, who were all unanimous in declaring that they had seen him making repeated attempts to pick pockets.

Detective Constable Howard, for example, swore that he saw Gross attempt to pick the pockets of several women, and added verisimilitude to an otherwise bald and unconvincing narrative by stating that on one occasion he got his hand right into a lady's pocket and when she moved away he could not get it out, leaving his hand in her pocket—a statement that was received with loud and delighted laughter which convulsed everybody in the court except the poor devil in the dock.

Sir William Pryke.

It was asked how far the lady moved with the prisoner's hand in her pocket, and Detective Howard answered, with the exactitude of a trained observer, "Two feet."

The miserable defendant plaintively observed that he did not put his hand into any pocket. "Yes, you did!" replied the detective, "at least twenty times."

gaDetective Constable French then ve evidence. He said he was with Howard, and saw all the remarkable things that Howard had seen, and added, with the exactitude of two trained observers, that there were at least twenty attempts.

After this it seemed scarcely worth the poor flabbergasted prisoner's while to say anything, so the Court called upon a third constable who swore that he was also present and, with the exactitude of three trained observers, corroborated the evidence of his colleagues.

To make matters worse it was sworn that Gross had attempted to board fifty 'buses. If he were really a pickpocket heshould certainly have had a good time. He had a good deal of money on him. His explanation of this was that he had recently returned from holiday and had just drawn two weeks' salary. A call at his office would have verified this statement, which should certainly have weighed in his favour.

He was convicted, and bound over to be of good behaviour for six months, and warned to keep out of crowds in future—a pleasant recommendation to take back with him to his office on the following day.

For weeks he went about with this dreadful stigma upon him. We can imagine no more deplorable and unnerving experience. Fortunately he appealed against the sentence. His conviction was promptly quashed, and he was told by Alderman Sir George Truscott that he left the court without a stain on his character.

Mr. Gross has passed through a very painful ordeal. Any London citizen, any country visitor, might have found themselves in his predicament. In this case a terrible tragedy has only narrowly been averted.

Very Mixed Fruit

Sweets to the Sweet and Jam to the Unwary.

THE soldiers who waxed sarcastic and swore so terribly in Flanders over the monotony of plum and apple in their jam rations during the war never dreamt of the possibilities that might be contained in a jar labelled "Mixed Fruit."

It has been left to a woman named Ada Elizabeth Dook, who trades as "The Provincial Supplies Company," at Milton Hall, Hanley Street, Scunthorpe, to show what a wonderful variety of ingredients may go to make up such a confection.

These sticky secrets were revealed recently when she was prosecuted for exposing unsound foods for sale.

A sanitary inspector had visited the premises, which were described by the County Medical Officer of Health as being in an indescribably filthy and disgusting condition, and seized 831 jars containing about 1,400 pounds of poisonous jam.

This jam was found to be polluted with all kinds of horrible filth, including mouse and rat excrement, maggots, chippings from the ceiling and cobwebs. One jar which was produced in court actually contained the nest of a family of mice!

The woman's husband, who managed the business, made the disgusting suggestion that this nauseating muck could be boiled up with fresh jam, and stated in the witness box that such re-boiled jam was called "Mixed Fruit."

To demonstrate to the sanitary inspector how this could be done he used a pot which was affected by maggots.

It might be thought that a heavy penalty would be inflicted upon people who so callously contemplated selling poison to the public in this fashion. The Bench simply imposed a fine of £20.

It is a pity that this woman Dook was not sent to prison and ordered to be fed on her own dirty dainties.

The Medico's Mistake

There is a difference between Pneumonia and Insanity.

SOME months ago we drew attention to the tragic circumstances in which an ex-soldier named Herbert Munday, of 33, Ashby Road, Watford, died at Hill End Mental Hospital, and demanded an inquiry into the conduct of the medical men concerned in the case.

That inquiry has now been held, and has resulted in a complete justification of the severe comments which we passed at the time on the handling of the matter by one of the doctors.

It may be remembered that Munday's wife, distressed at his serious condition, for he was nearly crazy with pain, endeavoured to obtain the services of a physician. His Pension doctor could not attend until miles of red tape had been unwound. His panel doctor was out. Another practitioner was out.

At last a doctor arrived who, without making any physical examination whatever, certified the suffering man as insane and ordered his removal to the observation ward of the poor law institution as a dangerous lunatic. Within a few hours the patient was dead of double pneumonia, the delirium of which had been mistaken for insanity.

Dr. Hills, the medical man responsible for this disastrous blunder, was censured by the Hertfordshire Insurance Committee, and he appealed to the Ministry of Health.

The decision of the Ministry has now been promulgated. Dr. Hills' appeal is dismissed, and the Ministry finds the Committee's censure fully justified.

It is satisfactory to know that the doctor's conduct has been condemned, but the matter should not be allowed to rest at that.

The people of Watford wish to know what steps will be taken to prevent the recurrence of such a tragedy.

The Sentence of the Court

DOCTORS WITHOUT MEDICINES

The Folly and the Fruits of Faith

by HARRISON OWEN

CHARGED with assisting in the conduct of a dangerous business, the Right Rev. A. W. Perowne, D.D., Bishop of Bradford, pleaded "Not guilty."

"The charge," said Mr. Watchdog, K.C., "relates to certain faith-healing rites which have been practised at Bradford under the auspices of the right reverend gentleman. While disclaiming hostility toward either the accused or Mr. J. M. Hickson, the healer whom he has sponsored, I must point out that similar practices in the past—notably the experiments carried out by M. Coué on shell-shocked ex-soldiers — have had sufficiently disturbing results to make caution a public duty.

"Mr. Hickson says that he is only an instrument and his cures are effected by a 'corporate act of faith.' Afflicted people on whom he has laid his hands have announced that they at once experienced a wonderful change for the better; but we must be careful about accepting the testimony of those made weak by suffering and temporarily exalted by religious ecstasy. It is not sufficient to be told that a cripple, after being touched by Mr. Hickson, threw away her crutches and walked; we require convincing medical evidence, not only as to her previous condition, but also regarding the permanence of the so-called 'cure.'

"Similar incidents have been enacted at Lourdes, but too often the temporary relief gained by devout pilgrims to the various grottoes (the miraculous merits of which are eagerly canvassed by rival touts, while hotels in the vicinity, bearing names such as 'Hotel of the Guardian Angel and Infant Jesus, Amalgamated,' reap a rich harvest) is more than counterbalanced by the bad effects induced by hysteria, so that their subsequent condition is often rendered worse."

MR. STRAWSPLITTER, in defence, urged that it would be wrong to condemn Mr. Hickson because his cures were not capable of scientific explanation, for, as he says, "Where there are people branded incurable by science, it shows the need for something more then scientific methods."

"I agree with the jury," said Mr. Justice Bull, "that the business to which Dr. Perowne has given official countenance is indeed a dangerous one. We are told by the Press of the joy of those who believe themselves cured, but we must not forget the tragic disappointment of the many upon whom Mr. Hickson's 'electric touch' is without effect. His visit to the Bradford Institute for the Blind was hopefully awaited by eighty sightless patients and these unfortunates were duly 'touched' by the healer; but, alas! where all was dark, darkness remains.

"This pitiful story should cause the Bishop to pause and ask himself if he is acting in the best interest of the afflicted by arousing hopes which must give way to grey despair.

"We do not wish any British town to become another Lourdes, where nowadays commercialism and charlatanry thrive on human suffering. The Bishop, I know, would be horrified by such a prospect. I think, however, it will be sufficient if I administer a caution to his lordship and advise him to seek the views of eminent medical men before organising any further healing campaigns."

When Charlie Beresford Frowned

The Late Sir Percy Scott and the Coat of Paint

By HESKETH PEARSON

A STORY used to be told that after Sir Percy Scott had been treating his brother, Malcolm, to half an hour's society gossip, the famous music-hall "star" turned on Percy and said: "By the way, seen anything of the King lately?" During a considerable portion of his life Sir Percy was like that—tremendously full of himself, his friends and his doings, and simply bursting to tell everyone he met all about his personal concerns.

But that social bubbling-over was merely a symptom of his general vitality. In his heyday he was one of the most restless men in the world, full of ideas, full of information, full of beans! Someone in the Navy called him "fourteen horse-power in a dinghy." That, of course, referred to his size, and like the majority of diminutive spitfires he was famous among his officers and men for pugnacity, egotism, assertiveness and cock-sureness.

NOT long ago I was talking to a fellow in the Admiralty about him, and was told among other things that he used to be unpopular. "Because of his efficiency?" I suggested. "Well, that certainly annoyed the old hands," came the reply; "but the real reason was his row with Charlie Beresford."

Here you have the thing in a nutshell. Beresford was a typical sea-dog of the old salt-water school, breezy, bland and beloved. Everyone remembers what happened. The Fleet had to meet the Kaiser off Spithead and the authorities decided to impress Wilhelm with a new coat of paint. Beresford gave the order to his squadron commanders to bring their ships in for the necessary coating.

The late Admiral Sir Percy Scott.

Sir Percy, who commanded the First Cruiser Squadron, signalled to the *Roxburgh*, which happened to be doing gun-practice at the time, that as paintwork was considered more important than gunnery she must come into port and be beautified—or words to that effect. This touch of dry humour duly reached the ears of Lord Charles and there was a rumpus. The Navy worshipped Charlie and Sir Percy suffered for his indiscretion in popular esteem.

In recent years his acid criticisms have been levelled against the principle of building battleships, his slogan being "submarines and aircraft." But it is as an inventor of amazing versatility and ingenuity that he will be chiefly remembered. He originated the night-signalling apparatus now used in the Navy and innumerable appliances for improving heavy-gun shooting.

THROUGHOUT his professional career he literally exuded inventions. Indeed, a famous living Admiral, whose name I must leave my readers to guess with the assistance of the letter R——, once cracked a joke on the subject.

Someone remarked that the Admiralty needed waking up.

"Waking up!" exclaimed the big man; "why, they're wide awake day and night, spending their time in a vain attempt to keep pace with Percy Scott's inventions."

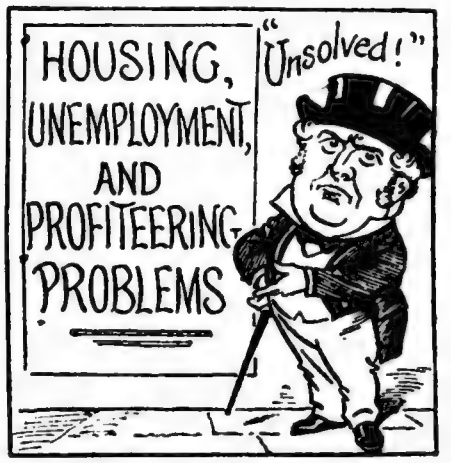
JOHN BULL CARTOONETTES

and Topical Jingles

by FRANK HOLLAND

These "Parrot cries" that rend the skies
At every new Election—
Are they designed to help the mind
To sane and calm reflection?

When men "at sea have been," maybe
For years, we understand
They're glad once more to step ashore
And get "Back to the land."



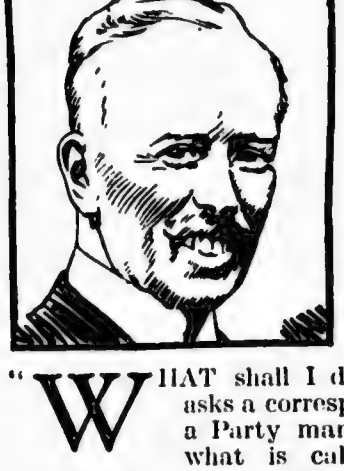
Tho' all the lot have had a shot—
And plans galore evolved—
They lack the skill, or else the will,
To get these problems solved.

This heartless joke played on the moke
How oft before we've met it!
The poor beast tries to seize the prize
But never does he get it!

THE MAN TO VOTE FOR

by A. G. GARDINER

WE have had promises in abundance from our politicians, says A. G. G., but no fulfilment. We have still more than a million unemployed, and this country cannot carry a million unemployed. Voters should support candidates who work for the solution of our problems.



Earl Grey, President of the Proportional Representation Society.

"WHAT shall I do with my vote?" asks a correspondent. "I am not a Party man. I am, I suppose, what is called a mugwump, a sitter-on-the-fence, a person without a label, who does not want a particular Party in power, but does want certain things to be done and is indifferent about who does them so long as they *are* done. What shall I do? Is it worth doing anything? Hadn't I better put my vote into cold storage and let this Dutch auction of politics go by?"

There are many others, no doubt, in the same frame of mind as my correspondent. They are sick of returning men to power on promises to do this, that, and the other, only to find that they disregard their promises and use their power to have the gamble of an election for some wretched consideration of Party strategy.

THE public will not tolerate this constant confession of failure and this yearly interruption of its life. It elects a Parliament to govern, and if it refuses to govern, more and more of the electors will share the feeling of my correspondent that it is waste of time to go to the polling booth at all. That would be a disastrous thing, for Parliamentary government is our only security against revolution on the one side and reaction on the other.

The first point, therefore, I should make in reply to my correspondent would relate to the cure of this plague of elections and the restoration of the credit and efficiency of Parliament. By all means let him vote, but let him vote with certain clear ideas in mind. Let him demand of his candidates what they propose to do to stop the plague and to give us a Parliament that will not be eternally running to us to get it out of one mess and into another.

There are two plain remedies to be applied, and I would not vote for any candidate of any Party who did not undertake that he would insist on whatever Government is elected carrying one or both into effect. The first is a cure for this cat-and-dog conflict between the Parties for one another's skins. It does not matter how the Parties wrangle and fight in the House when they are elected. It is their business to wrangle and fight there.

But they ought not to be coming out into the street every other month to wrangle and fight. They ought not to be a public nuisance. They will continue to be a public nuisance while our voting system is a sham by means of which 200 men sat in the last Parliament not by the votes of the majority of the constituents, but by the votes of the minority.

IN other words, a third of the members had no right to be there. They were only there because the electoral machinery defeats the whole purpose of the election, which is to return the candidate that most nearly represents the feeling of the constituency. That cannot be done to-day. It could be done when there were only two Parties in the land. With three Parties it cannot be done without a new system of voting.

One of three methods can be adopted: (1) Proportional representation; (2) the alternative vote; (3) the second ballot. I put them in what I regard as the order of preference; but any one of them will serve, and every candidate should be compelled, before he receives a voter's support, to declare that in the first session of the new Parliament he will press for the adoption at once of one or other of these expedients for making Parliament represent the majority of the country instead of the minority.

That is one cure for the plague of elections; but there is another and a more effective one. It is that Parliament shall be elected for a fixed term of years—three or four as the case may be. Why should there have been a dissolution over this question of enquiry into the Campbell affair? The right to a dissolution was, perhaps, reasonable when a Government commanded a majority of the House and when a defeat, therefore, indicated that it had lost the support of its own nominal supporters.

But Mr. MacDonald had not a majority of the House. He had only a third of the House. He had not even the largest Party in the House. In the name of sanity why should he have the right to break up Parliament and plunge the country in this turmoil without Mr. Baldwin, who led a larger part of the House than he did, or Mr. Asquith, who led a Party nearly as large as his, being asked whether he was in a position to form a Government and to carry on?

THIS absurdity must cease, and this is the opportunity of the voters to stop it. I hope my correspondent will go to the poll, but before doing so will extract from one or other of his candidates an undertaking that he will vote and work for the immediate adoption of a fixed life for Parliament.

That is the first advice I have to give to my correspondent. The next is that he should give his support to the candidate of whatever Party who convinces him that he will not potter with that great group of questions which centres in unemployment. Government after Government has failed to deal with this problem. We have had promises in abundance from each, but no fulfilment. We have still more than a million unemployed, and this country cannot carry a million unemployed. There is only one remedy for unemployment, and that is more trade, and we cannot have more trade without peace abroad and the reduction of the cost of production at home.

We cannot bring about that reduction by taxes which will increase the cost of living. We cannot bring it about by profiteering, by which one section of the community exploits another section, which proceeds to exploit a third, and so on. We cannot bring it about by "ca' canny" which makes everything dearer and, as in the case of housing, creates famine where we want plenty.

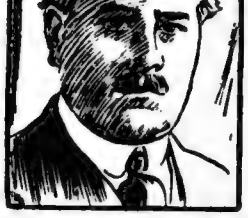
WE can only bring it about by a bold development of our natural resources, by making money cheap instead of dear and so encouraging business enterprise within the limits of reasonable caution, by administering our enormous coal and power resources so that great industries like iron and steel and shipbuilding can get to work again on a profitable basis, and by the trade unions dropping the calamitous policy of restricted production which, if pursued, will destroy our power of competition in the world markets for ever.

The candidate who will give me the assurance that he will work for the solution of our problems on these lines is the candidate I shall support. I hope my correspondent will apply the same practical tests to his candidates and vote for the man who passes them most satisfactorily.

POISONED MEAT:

The food of the people is not sufficiently inspected before it reaches the table.

MONTHS have passed since this paper started its campaign against adulterated and poisonous foods, but nothing that matters has yet been done to stop the evil. Some of the leading daily papers have been roused to echo our demands, and Sir Kingsley Wood had been moved, as he explained in these pages a fortnight ago, to bring in a Clean Food Bill for the extension of the inadequate laws actually provided for the public protection.



Sir Kingsley Wood.

But now that a preposterously futile General Election has been forced upon the country by the wrangling political wanglers, the hope of Sir Kingsley's reforming endeavour is indefinitely deferred, and we are compelled to prepare some new plan of attack for submission to the incoming Parliament.

What is really needed is a special department of the Health Ministry solely charged with the duty of looking after the cleanliness, purity, and wholesomeness of the people's food-supply.

It should be the business of this department to appoint a fully qualified inspector for every administrative area, with a sufficient staff of assistants to cover the ground, and of skilled analysts competent to detect the more subtle forms of adulteration, and the cunningly concealed use of harmful chemical preservatives. Every area has its inspector of sanitation: is the prevention of poison in food any less important than the prevention of poison in drains?

The actual happy-go-lucky "system" is a tragic farce. Local bodies have discretionary powers to determine how much or how little inspection there shall be, and even to dispense with it altogether. Most of the municipalities choose the latter alternative. That way is cheap, and it saves trouble.

You see, the cost in children's lives does not directly affect the rates. It is true that bad food may not actually kill the babies, but only expose them to rickets and other infirmities which permanently impair their value as wealth-producing citizens: it may even fling them on to the scrap-heap of hospitals and workhouses at the public charge. But there are thrifty, worldly wise councillors who really can't be expected to look so far beyond their noses as all that.

So it comes that we are faced with the amazing contrast between enlightened municipalities like that of Brighton which recognised the tremendous importance of pure food to all its constituents,

GO IT, YOU CRIPPLES!

by A GENTLEMAN WITH A DUSTER *(Author of "The Mirrors of Downing Street," etc.)*

HUMANITY will never get out of the ballot-box an answer to the riddle of man's soul. Politicians forget that they are responsible, not to a class or a leader, but to the Spirit which has called all life into existence for some eternal purpose.

The British rural worker whose patience and suffering are forgotten.

ON the day that brought us news of the Government's defeat in the House of Commons, I took a walk in the country, not the "country" to which politicians were flying off to make their appeals, but the country which grows turnips, feeds pigs, and provides a hard living for the agricultural labourer.

It was not a cheerful day to be out of doors. The sky was as grey as the sodden tunic of a dead Prussian. The hills were fogged clean out of the picture. A depressing drizzle of rain soaked into everything. But I had not gone far on my cheerless road before I came upon an old shepherd quietly and happily working in his garden. He wore a sack over his shoulders, fastened together under the chin; and his corduroy trousers were well strapped up just below the knees; his boots were clogged with heavy loam. This old shepherd was plying a hoe between rows of winter cabbage, with the rain soaking into his sack.

I called out to him a remark about the weather, the extra bad weather, and he replied cheerfully and encouragingly that it was indeed bad weather, and so far as he could judge, showed no sign of lifting, but presently no doubt, he added, we should get a change.

I went on with my walking, and he with his hoeing.

THERE revived in my mind the picture of the newspapers I had left at home: first, the wide double column space occupied by headlines as large as life, and a good deal larger than some people's lives; then the sensational well-leaded paragraphs below, setting out in bold grave print the tremendous news that the Government had fallen; and then the endless columns devoted to "the Crisis," telling us what this man, a humbug, thought of it, and what that man, a rogue if ever there were one, considered to be the real heart and meaning of it.

All over the world, I reflected, this great piece of news had been flashed, and no doubt many scores of thousands of people were now extremely agitated by it; and yet, unseen by any of the excitable gentry of Fleet Street, and quite unknown to Mr. Ramsay MacDonald or Mr. Stanley Baldwin, the old shepherd in his garden was quietly hoeing his winter cabbage and thinking of nothing but the weather, and that without a murmur of complaint.

HE became to me a considerable figure. I could imagine Leonardo da Vinci seeing things in his wrinkled weather-beaten face and his patient sorrowful eyes, things which are of more lasting importance to humanity than the broadcast opinions of Sir Alfred Mond or the flaming wrath of Mr. Harry Pollitt. I could imagine Carlyle stopping to talk to him about things which are likely to live far longer in the world than the affection of Miss Susan Lawrence for Bolshevism or the latest epigram of Lady Astor about beer and babies. And I could imagine Rodin making a great statue of him which should stand, not for one class or another class, but for the heroism, the patience, the suffering, the endurance, and the indestructible hope of the human heart.

He seemed to me to tower up on the earth, and to overshadow and to dwarf the politicians of every Party, so that instead of thinking which side would win, and wondering whether Mr. Asquith could keep his seat at Paisley, or what Moscow was saying just then of Sir Patrick Hastings, I began to think of the human soul, and to ponder on the many political changes it has experienced in its long journey through time, and to marvel that in spite of all those many changes, it was still essentially the same soul of which Plato had written, and the Hebrew Psalmist had sung, centuries before the birth of Christ.

I forgot politics because I had become interested in humanity.

As I think it all over once again, I come to the conclusion that if this old rustic man could be made to stand in the front row of every political meeting in the country, leaning on his hoe, soaked with rain, carrying the burden of all his years and all his sufferings, his grave, truthful eyes set upon the excited shifty eyes of each glib speaker in turn, we might get rid of the humbug and the violence which are cursing our politics and hindering our advance. In his presence who could forget the heart of man or get excited about a political nostrum?

POLITICIANS forget, in their loyalty to their Parties, that those Parties exist for the individual human being, and that they are responsible not to a caucus, not to a class, and not to a Whip or to a leader, but actually and unquestionably, if they will only reflect about the matter, to the Spirit which has called all life into existence for some eternal purpose, and has bestowed upon man a soul that aspires and yet cannot be satisfied with material things.

Every politician is perforce either a humbug or a fool who does not recognise this central truth of human experience, and act upon it. He is bound to deal in angry words, to assume tremendous indignation, to thump his tub till his fists are sore, to lie about his opponents and to lie still more about himself, because the truth is not in him, and because his theory of existence is as rotten as a burglar's notion of morality or a strumpet's idea of purity.

He is a humbug, a charlatan, a cheapjack, a three-card trickster, and a seller of dope, or a blank fool, because he has never stopped to think of the nature of man, nor laboured to understand the elements of the problem with which he has set himself to deal.

WHATEVER may be the result of this political commotion, however this fierce and acrimonious battle of the Parties may end, it is as certain as Christmas and the income-tax that some men will ride in carriages and some will hoe the earth, some will have plenty and some will go short, some will be good and some will be bad. Then, why bother?

Why get hot about this dispute between quacks? We shall never equalise those things which make the difference between happiness and wretchedness, nor will humanity ever get out of the ballot-box an answer to the riddle of man's soul.

The Tory is abused by the Liberal, the Liberal by the Labour man, the Labour man by the Socialist, and the Socialist by the Communist; but where is there any sign that the good men of all Parties are coming together, in the spirit of men of science, without anger and without violence, to ease the burden of the man with the hoe, and to develop the general wealth of the British Empire?

LET us keep our heads till this storm in a teacup has gone by, and in the meantime, and always, mend our own lives and do what we can to help our neighbour in the mending of his.

Alarming Revelations!

by ALEX. M. THOMPSON ("Dangle")

and others which are complacently content to leave the detection of "food unfit for human consumption" to the nice discrimination of the tradespeople who cater for the well-to-do, and the cheap providers, more keen to smell a good bargain than a bad carcase, who supply the needs of the poorer people.

There are municipalities like that of Dundee, which, according to the last figures submitted to the Linlithgow Committee, condemned 3½ per cent. of slaughtered cattle, and more than 10½ per cent. of calves, while other towns perceived absolutely no necessity to condemn any at all. Why the difference?

Perhaps if one examined the children's mortality tables in these places, one might find another difference explaining the first.

The Linlithgow Committee, which certainly did not err on the side of sensationalism, reported that "better hygienic and sanitary conditions" prevailed in public abattoirs than in private slaughterhouses, and recommended that "on the ground of sanitary and efficient handling of meat every local authority should take advantage of its existing powers for the regulation and inspection of private slaughterhouses . . . for keeping them in a clean and proper state, and for preventing cruelty therein."

It declared that "it would be of great advantage if powers were given to urban authorities to supersede existing private slaughterhouses by public establishments." But nothing has been done to give effect to these proposals.

Diseased meat comes from uninspected slaughterhouses to the big distributive centres, and is unobstructed on its way to our tables because not 10 per cent. of home-killed supplies are ever inspected. Imported meat is barely inspected.

The inspectors can't help it. There are not nearly enough of them to deal with the vast quantities delivered at Smithfield and other great markets. They look at a carcase here and there, but they can't possibly examine the lot.

Sanitary inspectors help, but they lack the expert knowledge required to penetrate the chemical "doctoring" of unsound meat.

And retailers, even when they resist the lure of "bargains," and honestly do their honest best, imperil the public health by carelessness.

The air teems with corrupting organisms. The hands of human beings "mauling" meat infect it with living cells. Flies are wholesale carriers of disease. Remembering these facts, think of the meat stalls in Petticoat Lane, or in any open working-class market, on a sultry summer's morning. What devilish factories of sickness and death they must be!

The remedy may cost money. But there is scarcely a price within reach of imagination at which it wouldn't be cheap.

Candid Communications

(Outspoken Messages to Celebrities, Notorieties and Occasionally Nonentities)

To the Rt. Hon. STEPHEN WALSH,
Secretary of State for War.

SIR,—A soldier convicted of an offence under military law now enjoys a right of appeal to the War Office, but through some stupid oversight the regulations contain no provision for the suspension of the sentence until the appeal is heard. Whether your tenure of your present office is to be long or short, I am sure you will take instant steps to remedy this omission which has more than once resulted in men serving terms of imprisonment they had done nothing whatever to deserve. JOHN BULL.

To Sir T. J. BENNETT, C.I.E.,
Hans Place, Kensington.

SIR,—There is no keener supporter than myself to your campaign for a clean Press, but I disapprove of your methods. You advocate legislation that will restrain the Press from publishing matter which is injurious to public morals. No reputable paper would think of attempting to injure public morality, and any journal that does is even now liable to prosecution. You should aim at cleansing public life; there would be no supply of obscene literature if there was no demand. JOHN BULL.

To Alderman G. F. BETTS,
Mayor of Smethwick.

SIR,—Have you any good reasons for refusing to allow the sale of Remembrance Poppies on November 11, having regard to the fund that benefits? Remembrance Day is a national institution in aid of ex-Service men, with the Prince of Wales as patron, but your Council preferred to be different from the rest of the country. This fund assists those brave men who were prepared to sacrifice their all for their country; your Council shows its gratitude in a strange fashion. Unless you rescind your senseless decision I hope to see a new Council elected three days before Remembrance Day. JOHN BULL.

To F. W. GOLDSTONE, Esq.,
Secretary, National Union of Teachers.

SIR,—Please refrain from exciting talk about teachers' strikes, because strikes are always unproductive in the end. I agree with you that the teaching profession is grossly underpaid and that teachers—a highly valuable section of the community—must be given a high scale of salaries, but this will come about through negotiation first. The Burnham Committee have disagreed, but the public is behind your demands; for that reason I urge you to approach the Board of Education in a conciliatory spirit with the will to negotiate. Try peaceful persuasion first.
JOHN BULL.

To Sir ROBERT WALLACE, K.C.,
Chairman, London Sessions.

SIR,—I welcome the firmer attitude you have recently adopted towards drunken motorists, and the pronouncement of your colleague, Mr. A. J. Lawrie, K.C., that "imprisonment is in most cases the proper punishment for cases like these." That these views represent public sentiment on the matter there can be no manner of doubt, and I sincerely hope there will be no further misunderstanding on the part of magistrates who naturally look to you for guidance on questions of this kind. JOHN BULL.

To PHILLIP BURT, Esq.,
ex-Traffic-Manager, L.N.E. Railway.

SIR,—Am glad to find you agreeing with my assertion that cheaper railway fares mean increased revenue to the companies. You cite the cheap fares to Wembley as a proof and state that "cheaper fares are saving the passenger traffic." That has been my argument all along, and if passenger fares are reduced to 1d. per mile the result would be better for the public, and more profitable for the companies. Why are the railway chiefs so dunder-headed?
JOHN BULL.

THE GIRL THEY LEFT BEHIND THEM!

To W. T. JACKSON, Esq.,
Lord Mayor of Manchester.

SIR,—Will you be so kind as to convey to some of the residents of Manchester my hearty disapproval of their actions. A centre was proposed in which to treat tuberculous patients near Victoria Park, but some of the near-by residents have raised an outcry, with the result that the owner has refused to sell the land. The patients are not the serious cases and would not have harmed the most susceptible of residents.
JOHN BULL.

To Mr. EVAN COOK,
Vice-Chairman, Camberwell Guardians.

SIR,—If any political Party were to attempt what you have already done they would be hounded out of public life as revolutionaries, or worse. A majority of the Council decided that the clerk's room should be partitioned off in order to provide a private room for the chairman, but you led a "minority movement" which pulled down the partitions and knocked out the windows. This is the kind of direct action that would raise a hectic cheer in Communistic circles. Personally, I think you ought to resign. JOHN BULL.

To CHARLES D. MARKHAM, Esq.,
Staveley Iron and Coal Company.

SIR,—I daresay you are right when you say that only a substantial drop in the price of coal will enable the whole of our British steel works to be reopened; but when you propose to achieve this reduction by means of an increase in the miners' working-day, you must not expect my sympathy. What is needed is not an addition to the burden of labour in this most hazardous of industries, but a thorough reorgnisation of the mines. JOHN BULL.

To ARTHUR VAUGHAN, Esq.,
Court Calmore, Montgomery.

SIR,—Please come down from your stupid high-horse attitude. "Rather than submit to interference between my servants and myself by the Agricultural District Wages Board I will go to prison," you say. Then I'm afraid you must go to prison, because the law of the land must be obeyed even by swollen-headed farmers. There are Wages Boards governing the rates of pay in other industries; why do you object to the same democratic method in agriculture?
JOHN BULL.

To Mr. JOHN SYME,
Ex-Police Inspector.

SIR,—My original sympathy with you has been alienated by your recent actions. Your case was fully enquired into by an impartial Court whose decision you pledged yourself to accept. You were able to give evidence and examine witnesses, and the Court was scrupulously fair. Yet, because the decision has gone against you, there is a repetition of your previous outbursts. Recently you attempted to throw stones through the Home Office windows. Be a man and take your gruel without grousing. JOHN BULL.

To Sir GEORGE B. HUNTER, K.B.E.,
The Willows, Jesmond, Newcastle-on-Tyne.

SIR,—You appear to be a thinker of muddled thoughts. You not only point out that nearly £500,000,000 is wasted on drink, tobacco and betting and this contributes to unemployment, but state that the "very increased wages" paid to railwaymen and other workmen also aggravate the same problem. Your facts may be right, but your deductions are all bosky. Money spent even on drink and tobacco *increases* trade, and you ought to know that the increases in wages have always been given in order to overtake the cost of living. To bring down wages the cost of living must be reduced. JOHN BULL.

Without Fear or Favour

REMARKABLE ELECTION FORECAST

Black-edged Profits

LAST year sixteen persons in Great Britain were certified to have died of starvation. That hunger contributed to many more deaths than those officially ascribed to want of food is only too certain; but it is surely a monstrous thing that even one person in a society like ours should be allowed to perish for want of food.

This is not a political question; and so we may justly appeal to the conscience of the whole community. Clearly it is no exaggeration to say that for some people the question of food prices is one of life or death. Now let us look at some of the figures.

Bread has increased in cost to the consumer from 5½d. to 10d. the quartern loaf, and it may even go to 1s. Yet in spite of these famine figures the Associated London Flour Millers have paid a dividend of 7½ per cent. for the year, free of tax; another large bread company has paid 10 per cent., and Spillers Milling and Associated Industries, Ltd., 12½ per cent. Sixteen people died of starvation in this country while these huge bread profits were being piled up!

Added to the swollen profits of the producers are the depredations of the middlemen. Thus, out of what the poor housewife pays for her Sunday joint the farmer gets only 30 per cent., the remaining 70 per cent. being split up between those who handle the meat from the farm to the table.

The only remedy for this state of affairs is to give power to the municipalities to fix uniform standard prices. Till then many will go hungry and some die of starvation.

Save the Babies!

THE destiny of the nation is in the cradles. There is no more vital industry than "building bonny babies." There is room for satisfaction in the knowledge that the birth-rate is declining in exact proportion to the death-rate among babies, for this spells the survival of the fittest. The national stock is being improved in quality at the source.

Still, much remains to be done. The country needs more infant welfare centres and more whole-time health visitors. The danger of a political upheaval like the present is that these really urgent matters are likely to be pushed aside while the politicians squabble about questions of far less real importance.

It is right, therefore, that the public should know that congestion at the welfare centres and lack of a sufficient number of qualified visitors threaten to spoil the good work so well begun by the Health Ministry. We must safeguard the nation's future by saving the nation's babies.

Vote—and Win £500!

HERE we show the state of the poll in our Election Competition up to the time of going to press. Add your vote, post the coupon at once and make your voice heard!

TRUE to our declared policy of independence and detachment from the Party atmosphere in which the election is being fought, we have offered a platform this week for the expression of Conservative, Labour and Liberal views by the most responsible men in the three respective camps.

Here, in an authoritative form, our readers can gauge for themselves the merits or demerits of the proposals for which their votes are solicited.

On the actual programmes submitted by Asquith, Baldwin and Clynes we offer no opinion. We prefer to leave them to the unbiased judgment of our readers.

Lord Askwith, K.C.B.

We do say, however, that they should ignore everything that is not severely practical. Personalities, theories, vague platitudes, are of no use in this crisis in the country's affairs.

Politicians amuse themselves by calling one another fools, knaves, and liars, but to the unemployed, the homeless, and the hungry these tactics are as futile as they are undignified.

They will not provide a single job, build a single house, or clothe and feed a single hungry child.

There is only one question worth asking at this juncture: "Which Party can show the best *practical* measures for ending unemployment, building houses, and restoring trade?"

On the answer to this question, and on this alone, should the electorate decide where their votes will go.

FROM the hotch-potch of platform vagaries, it is well-nigh impossible to get any coherent idea of what *is* proposed. Our readers have first-hand information at their disposal. Let them read, think—and vote.

Results have poured in in an unceasing stream for our £500 election competition. The result of the voting will provide a remarkable indication of what is likely to happen in the General Election. We have been fortunate in securing the services of Lord Askwith, the famous arbitrator in industrial disputes, as adjudicator in the competition. His fairness and impartiality are a household word, and no better or more qualified person could have been found.

A preliminary analysis of the coupons received up to date shows that our readers are voting as follows:

Conservative	54·09 per cent.
Labour	31·94 per cent.
Liberal	13·97 per cent.

Those of our readers who have not already voted should do so at once. This is their last chance.

Coupons should reach this office by Friday, October 24. *The votes of all competitors will be kept secret.*

It is advisable, therefore, to fill up, and post, the coupon at once. Do not delay doing it until the last minute. Now is the time.

AN announcement with regard to the competition will be made in the daily Press on Tuesday, October 28, and the result of the voting will appear in John Bull on Wednesday, October 29.

The coupon, and the rules governing the competition, will be found on page 34.

Fill it up and post NOW, and buy your John Bull early on Wednesday, the 29th.

Industrial Partners

IT is good to know that the number of working days lost through industrial disputes last year was less than in any year since the end of the post-war boom.

The figures, however, are still unnecessarily high. Strikes and lock-outs still represent a vast waste of industrial power.

The evil is due, we are convinced, not only to the workers' natural demands for higher wages and shorter hours, but to unhappy mental conditions affecting both employers and employed.

Both Parties have a bad mind towards each other. Between Capital and Labour, even at the best of times, there is a latent antagonism.

It is this absence of good will on both sides which is the parent of almost every industrial dispute.

This baneful spirit of mistrust is eating the heart out of the principle of collective bargaining—a principle that was secured at great personal sacrifice by the pioneers of trade unionism—because collective bargaining is absolutely dependent on the recognition of the good faith of the contracting parties.

Worker and employer must regard each other as partners in industry. They must think the best of each other, not the worst. Then, when disputes arise—as they must, even in the best conducted industries—there will be an attitude conducive to amicable settlement.

It is easy to talk of "No more war" internationally. We need the "No more war" mind in industry as well.

Make Them Pay!

THE time of the police is far too much taken up in tracing valuable property that ought never to have been lost. In Paris the authorities are getting tired of hunting the missing jewels of American millionaires, and a proposal is on foot to make careless people pay for the services of the police. We commend the idea to our own Government.

And there is the more serious matter of property which is not really lost at all, but merely reported as lost because the owner wants an advertisement, or, worse still, hopes to cheat an insurance company. Make the fools and knaves pay!

Nor should the insurance companies be exempt. For their own protection they seek the aid of the police; and as often as they do so they should pay for the service rendered. It was never intended that a police force, maintained at the public expense, should be monopolised for the benefit of rich men, swell crooks, and wealthy corporations.

THE ELECTION A B C — THRE

Security for the Workers

IN proposing to achieve security of livelihood for workers by social insurance, Mr. Asquith reminds us that upon this path the Liberal Party were the pioneers

by THE RT. HON. H. H. ASQUITH

POLITICAL controversy is notoriously confusing; there are so many different versions of the same tale, so many competing claims to infallible accuracy. And yet I believe that the average British elector usually succeeds in working his way through these entanglements to a clear and common-sense judgment.

The Rt. Hon. H. H. Asquith, Leader of the Liberal Party.

The position of affairs which the citizen has to consider in the present General Election is really quite simple.

During the war, and in the years immediately succeeding it, this country, in common with many others, lived under the rule of Coalition Governments. In the year 1922 the method of coalition came to an end. At that time the country was confronted by a formidable group of problems, all of them pressing for treatment and solution.

The chief of them were these: There was no surety for the avoidance of future wars; our trade with foreign countries was disjointed and disorganised; industrial unrest in our own country was a constant menace; we had a million workers unemployed, and we were short of a million houses for decent accommodation.

This was the situation when the Conservative Government came into office in 1922. That Government lived for a year, and in 1923 it was succeeded by the Labour Government.

To-day—in October, 1924—there is no settlement of international armaments; foreign trade is still halting; home industry is still unsettled; we have still a million people unemployed, and a million families without adequate housing accommodation.

Try, Try, Try Again!

What, then, is the present choice before the electors? It is as plain as daylight. The Conservative Party has been tried. The Labour Party has been tried. There remains the Liberal Party, which has not held office since the war. The Liberal Party was in power from 1906 to 1914, and during those eight years it established an enduring reputation for economical, sober and stable government, for the relief of the taxpayer's burdens, and for wise and ordered progress in the reform of social conditions.

Our Liberal policy is bold, direct and practical. Liberalism is opposed to every form of sectionalism, however small or however large may be the class or interest selected for favoured treatment. Its task is to safeguard and to enlarge the freedom of each class in the common interest of all. We are not satisfied with existing conditions—still less are we blind disciples of dogmas and abstractions.

And two of the main directions in which our efforts in the immediate future are to be concentrated are—security of livelihood for the workers; and the development of National Production and national and Imperial wealth.

We propose to achieve security of livelihood for workers by the co-ordination and completion of social insurance against the risks of sickness, accident, unemployment, old age and widowhood. This is our peculiar business, for upon this path the Liberal Party is the pioneers, and at every stage of the road it has led the way. The last Liberal Government was the first Government in history to attempt to achieve security for the worker against the hazards incident to his life.

The first step was effected by the Old Age Pensions Act of 1908, and the second by the National Insurance Act of 1911. This Act was resisted by the Conservative opposition, and nothing but the energy and tenacity of the Liberal Party enabled it to become law and to be put into actual operation.

"*The Time has Come.*"

We believe that, after more than ten years' experience of its working, the time has come for another advance in security, fashioned on similar lines, built on this experience, and filling up gaps which could not have been immediately dealt with in the experimental stage. We believe that in industrial development, without undue demand on the taxpayer, the employer, or the employed, we can so complete the structure of our national insurance as to save men and women from the Poor Law, and enable them, as a right and not as a charity, to safeguard themselves.

Our second aim is the opening up of fresh fields for production and employment, and the more economic and fruitful development both of our national and Imperial resources. We believe that this result can never be attained either by protective tariffs, whether in the form of Imperial Preferences or otherwise, or (with rare and carefully guarded exceptions) by State-ownership and bureaucratic control.

This country is, in some vital matters, falling behind its European competitors. For instance, in the generation and application of electrical power progress has been made in France and in Germany, with which the progress in this country is not comparable.

We do not ask that the work should be done by the State at the cost of the taxpayer, but we do say that there should be a general and co-ordinated plan, to be carried out in the different areas whether by individuals or by corporations, with limitations of the same class as those imposed on our railways.

In this way we shall find, without any risk of exploitation or profiteering, a field for unemployed labour and for the investment of British capital which now goes to discharge relatively unproductive functions abroad.

A Brighter Britain.

It is in connection with these, and other similar schemes of national development, that we have recently put forward bold but well-considered plans for the reorganisation of the coal-mining industry and for a sweeping reform in our antiquated land system.

Our Liberal policy is, by the free co-operation of individual and communal effort, to better the lot and brighten the lives of all classes, and to give the fullest play to the faculties and the possibilities of every British subject.

H. H. Asquith

Unity and

"ALONE of all Parties the Conse is fitted to give the country t must be the foundations o

by THE RT. HON. STA

THE Government has forced a General Election on the country to escape from its own difficulties, of which the most immediate were the Campbell case and the impending rejection of the Bolshevik Treaty by the House of Commons. The dissolution of Parliament will not enable Mr. MacDonald and his colleagues to avoid their responsibilities on these issues, but it also gives every elector an opportunity to examine the pretensions of the Government and to see how far it has carried out its Election promises.

With the electors, moreover, lies the responsibility of saying whether the Socialists shall receive a mandate for a full-blooded Socialist programme.

It is the duty of all men and women who are opposed to revolution to say a final and emphatic "No" to the Socialist demand. Mr. Ramsay MacDonald cannot complain when the country gives its answer. He joined battle. He chose to force the issue. He must face the result.

THE Prime Minister, when I suggested a postponement of the debate on the Campbell case, insisted upon an immediate discussion. Wishing that this grave issue should be thoroughly explored without haste or passion I was ready to wait until the end of October.

Not so Mr. Ramsay MacDonald. Did the Prime Minister want Parliament out of the way before the facts could come out? Else, why did he refuse the Opposition proposal that the Campbell case should be the subject of a full and impartial enquiry?

Rather than accept a fair and reasonable proposal, for which there were several precedents, he chose to take the course that would inflict the greatest possible damage on trade and industry, and to plunge the country into a General Election.

The Rt. Hon. Stanley Leader of the Cons Party.

The electors should not forget the gravity of the original charge in the Campbell case. Yet one Socialist member declared in the House of Commons that the article in the *Workers' Weekly* expressed the view of some of the Labour men then sitting on the Front Bench, and another declared that, if Labour members expressing similar views were to be prosecuted, the Government would lose half its Party.

This is only one of several cases where the Government has bowed to the demands of extremists and revolutionaries. Behind them there has continuously loomed the shadow of Bolshevist influence, with its programme of class war, the destruction of capital, and the disintegration of the British Empire.

UNDER a Government subject to the pressure of these dark forces the country can look for none of that stability that is the first condition of improvement in trade and employment. Under such a Government there will be incessant General Elections, incessant political wire-pulling, incessant insecurity in business and politics.

REE POINTS OF VIEW. —*Exclusive to "John Bull."*

ad Stability

e Conservative and Unionist Party ountry the stability and unity that tions of any trade revival"

. STANLEY BALDWIN

The Government was elected on false pretences. It claimed to have a "positive remedy for unemployment": it promised the housewife cheap food: it promised an immediate supply of "decent homes for all." Although it was given every chance to make good its programme, it did little or nothing to carry it into effect.

WHERE is Mr. Shaw's "positive" remedy for unemployment? He has done little more than offer the workless man and woman an endless prospect of drawing the dole.

Where are the skilled workmen who last year listened to the Socialist promises? In the queue outside the Employment Exchanges or else in the United States, to which they have emigrated.

Where are the "decent homes" for all that were to spring up under the Socialist wand?

Where is the reduced cost of living? There is plenty of it in the Socialist manifestoes of the 1923 General Election, but there it ends.

Where, above all, is the social and industrial peace that the country needs? Those, whose creed is class war, can never be the peace makers.

What the country required from the Government was confidence, security, stability. The country has been utterly disappointed by the experience of the last eight months, and is turning elsewhere for what it desires.

Hon. Stanley Baldwin, Leader of the Conservative Party.

Alone of all Parties the Conservative and Unionist Party is fitted to give the country the stability and unity that must be the foundations of any trade revival.

It is on this account that I appeal to the electors to support us at the polls and to ensure for the nation a long period of freedom from wild experiment and class war.

To all men and women, therefore, who put patriotism before Party, I make the appeal to work together for the good of their country and for the good of every class; to put Britain and the British Empire first and to be proud of it; to stand by our friends and not to fawn upon our enemies.

The country is now at the cross-ways.

HAVING faith in British commonsense, I know which road the country will take. But let us take no risks and leave nothing to chance. Unionism stands for unity at home and unity between the Mother Country and the Empire.

Unity and stability—these are the two pillars of the Conservative cause. These are the two pillars which the country needs for its support.

My one desire is to get people in this country to pull together, to set up an ideal of service and love of the brethren in place of that of class war.

Stanley Baldwin.

Labour and Unemployment

AS he is still Prime Minister, precedent precluded Mr. Ramsay MacDonald from taking advantage of our offer to write an article. He has deputed his right hand man to state Labour's case

by THE RT. HON. J. R. CLYNES

WE have but few voices in the Press, but the record of our work will ring in the ears of people who know that what we say is true because experience has proved it to them.

In a journal which takes a detached view of Labour questions I have just read an accurate estimate of what has caused the Election. The two oppositions in Great Britain are disappointed with the success of their experiment in putting Labour into power. They thought: "Just let these people into office and their incapacity to govern will be so obvious that the country will vote Liberal or Conservative as in the past, and we can always prevent them doing anything really dangerous."

This subtle and malicious psychology did not allow for the possibility of Labour making good in any direction. Tory and Liberal have seen Europe throwing bouquets to Mr. Ramsay MacDonald, France once more friendly, the German reparation question nearer solution, its membership of the League and restoration to the comity of nations drawing nigh.

The Labour Premier's reputation stands as high in Europe or America as any of his predecessors. Having considered this outcome of their experiment, both opposition Parties are now furious.

The Russian Loan.

One charge against us is that we wish to give Parliamentary sanction to a Russian loan. We admit it. Money for the loan would not be taken out of the National purse or the tax-payer's pocket. It would be raised in the ordinary way by the borrowers, and most of it would be spent in this country in buying for Russia goods and materials to be made in our workshops.

This step was in continuance of a policy which we supported, but which others began years ago. In 1921, the Government declared that it was desirable in the interests both of Russia and of the United Kingdom that peaceful trade and commerce should be resumed forthwith between these countries, and a trade agreement was arranged with Russian representatives invited by the Government to come to this country.

In 1922, further conferences were held where discussions took place on how credits and trade arrangements could be carried out which would involve large sums of money. It is not so much money as various commodities and articles that Russia is in need of. We did a large trade with that country before the war.

This cannot be done without a Parliamentary guarantee for a Russian loan, and if it were done, we would enjoy the dual benefit of interest on the money which was lent, and work from the money as it was spent.

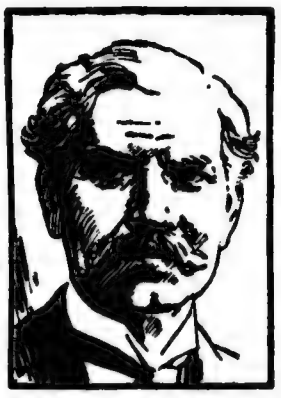
Impossible to Keep Pledges.

Our action was denounced in the most wicked and misleading language. Our object has been first to preserve the interests of the wage-earning and business community at home, and by commercial arrangements make peace and friendship between countries in Europe more sure.

It is alleged against us that we have not made good our pledges. We have kept every pledge so far as that was possible within the means at our disposal, and our numbers in the House of Commons. Pledges cannot be kept so long as our proposals are resisted by great majorities in a House of Commons in which Labour men form only one in three of the membership.

With every disadvantage, we have lessened the enormous number of the unemployed; increased the amount of out-of-work benefit to men and women, and doubled the small amount allowed to the children of men out of work.

By a first Labour Budget taxation was reduced by many millions which enabled working people to spend their wages to great advantage and buy more with their money. Substantial improvements in our system of education have been effected, and steps taken to improve the quality of the instruction by reducing the number of children in the classes.



The Rt. Hon. J. Ramsay MacDonald, Leader of the Labour Party

We have assisted agriculture by improved financial arrangements for farmers and by taking measures which will secure a minimum wage to farm workers. The position of old age pensioners has been greatly improved. Many thousands who were previously denied their full amount of pensions now receive it, and nearly 200,000 more old age pensioners have been added to the list.

The Housing Scheme of the Labour Government can truly be described as the greatest measure for social betterment which has ever been passed. Under other schemes very few houses were built to be let within the rents which wage-earners could afford. The houses were mostly bought by those who could provide means for purchase.

Our Housing Scheme commits the country to the spending of a large sum of money spread over a large number of years, and provided to the extent of two-thirds from National funds. We ensure the building of two million and a half houses in fifteen years' time, and as they are built the houses are to be let at fixed rents which the workers would be able to pay.

Problems Are Still With Us.

In my Election Address last year I referred to the main causes of Unemployment as the distracted state of Europe, the shaken currency and credit of Nations, and the overwhelming debt which the war involved, and the ghastly bungling of governments on the problems of peace. All these causes have not been removed, but some of them have at least been diminished by the work which we have done.

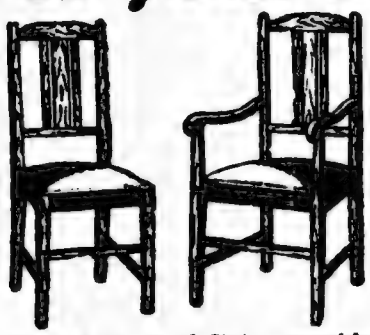
Apart from policy in relation to other lands we have done much within our own country by expenditure on public works, and by passing a great Housing Scheme into law to lessen the load of unemployment which many men and women have still to carry.

If our plans for housing and the spirit of peace which we have gone far to create in the different countries were given a fair trial there would be few if any who would be doomed to the privations and distresses which unemployment involves.

J. R. Clynes

FREE! Write to-day for our Superb FURNITURE CATALOGUE

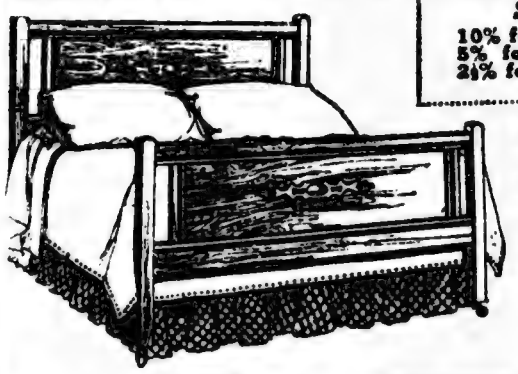
This book is your trump card!



Dining Room set of Chairs, comprising 2 carving and 4 small chairs, constructed of oak and polished an antique brown or light fumed colour. Seats covered antique grain brown rexine or pegamoid ... **£8-15-0**

To-day's value, £10-10-0.

4-ft. Sideboard of artistic design, constructed of oak and finished a rich mellow brown. Fitted with 2 drawers and 2 cupboards. *To-day's value,* £8-15-0 ... **£6-19-6**



It brings that Beautiful Home within your grasp.

GET this wonderful 56-page Catalogue. Read the Midland Terms—and you will find your whole furnishing problem solved!

For a first payment of only 2/- in the £ we deliver everything you select, carriage paid. You can spread the remaining payments over 1, 2 or 3 years.

You can get £100 worth of Furniture for £10 down. 50/- monthly for the balance. Larger or smaller amounts in proportion.

We charge NO interest, give Free Fire and Life Insurance, and pay customers' fares to Town on all orders of £30 and over.

Write for the Free Book.

To look through this book of beautiful illustrations and coloured plates will make you long to visit our 3 acres of Galleries and Showrooms. If you cannot come yourself, order by post from the Catalogue.

Special Discounts:
10% for Cash.
5% for payment within 12 months
2½% for payment within 2 years.
No interest added.

Bedstead & Bedding complete

(A very exceptional Bargain!)

Handsome full panel Bedstead, in oak, size 4 ft. 6 in. by 6 ft. 6 in., fitted with sanitary steel sides, polished a rich antique colour or light fumed oak. Complete with wire spring mattress with raised ends, overlay mattress, bolster and two feather pillows ... **£8-15-0**

To-day's value, £11-11-0.

1 minute from Holborn and British Museum Tube Stations.

The Midland Furniture Galleries

Contractors to H.M. Crown Agents for the Colonies.

Hours, 9 till 6. **Saturdays, 9 till 1.**

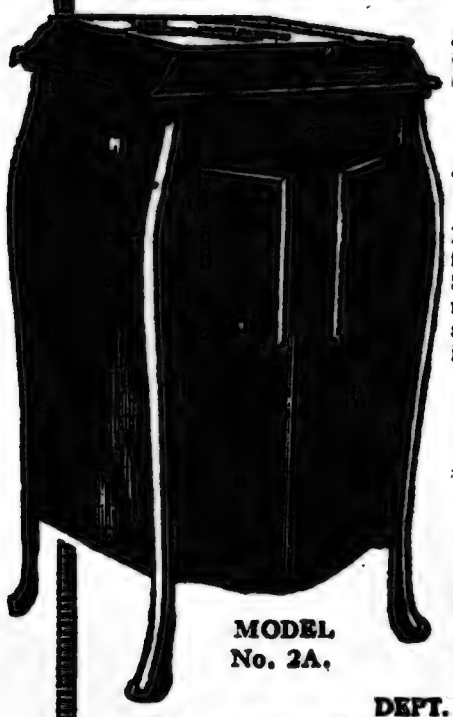
10-18, Southampton Row, London, W.C.1.

Midland Furnishing Co. Ltd. *Our only address.*

THE GRAMOPHONE WITH A GUARANTEE

THE GRAMOPHONE MFG. CO.

AT WEMBLEY PALACE of INDUSTRY STAND V. 906.



MODEL No. 2A.

ALL INSTRUMENTS CARRY OUR ABSOLUTE GUARANTEE.

Illustrating one of our popular models, fitted with our famous Swiss Double Spring three-record motor, powerful, reliable and even running, coupled with special sound chamber design which is essential to perfect reproduction.

Send for our 1925 Illustrated List and particulars of our Gradual Payment System for Gramophones and Records.

£5-19-6

Packed Free and Carriage Paid to any part of the United Kingdom

DEPT. J.B.3.

92, TOTTENHAM Ct. Rd. LONDON, W.1.

TRADE ENQUIRIES INVITED.

PERSISTENT SKIN TROUBLES

Ulcerated wounds on legs and ankles often cause pain and suffering for years unless the proper remedy is applied. Germolene has been remarkably successful in cases of bad leg, ulcers, and persistent sores. The following case is typical of thousands.

Mrs. A. Nicholls, Cwm Cottage, 64, Commercial Street, Maesteg, Glam., says: "Eighteen years ago I knocked my leg against a saucepan and a sore developed. This did not heal up, but developed into an ulcerated wound, which was eventually as big as the palm of my hand. I could not walk or work, and the pain was terrible. I lost sleep, and though I took advice, tried all kinds of remedies and spent pounds, I could get no relief. This went on year after year until a lady recommended me to try Germolene; I did so, and got relief at once. The dressing was cooling, healed the dreadful pain, and after two days I hardly knew I had a bad leg. Of course I continued the treatment; the wound became smaller and smaller, and my leg is now perfectly well. I am very grateful indeed for what Germolene has done for me."

Use Germolene for **Eczema, Rashes, Ulcers, Piles, Itching, Cuts and Burns, Skin Eruptions, Ringworm, Chapped Hands, Chilblains and all Itching or Ulcerated Surfaces**

SOOTHES AT A TOUCH.

HOME PRICES: 1/3 and 3/-. Of all chemists throughout the Empire.

Germolene

The Aseptic Skin Dressing

Why I Have Never Married

DOES marriage increase the sum of human misery or human happiness? Is the world in a fit state to receive more babies? These are some of the questions that the writer discusses in this thoughtful article

by SYDNEY A. MOSELEY

MAN'S natural inclination is to mate. In the spring of life human inclination inevitably turns towards love and marriage. Here, in this fragment of personal history, I venture to answer as seriously as I can a question that has often been put to me: Why have I not married?

What are the considerations that have impelled me deliberately to choose a path barren of all that most people consider best in life?

From my earliest youth I have been deeply stirred by the unhappy conditions which surround the lives of the people. Everywhere I have met the spectres of squalor, hunger, and ill-health. The unfairness and the futility of it all made a permanent impression on my life. Strive as I might, I have never been able to banish these grim spectres entirely from my mind.

The Helpless Widow.

One of my earliest recollections is the picture of a mother, first as a happily married woman with her husband, and then soon after thrown on the mercies of a disorganised and unheeding society when she became widowed. How well I can recollect my boyish wonderment and dismay when I realised that there was nobody to care for this widow and her hungry children.

It seemed to me then, and it seems to me still, that not only justice and humanity but ordinary commonsense, *demands* that protection and help should be given by society to such poor stricken women and to their innocent young children. If society is indifferent to the widow and the fatherless, how can one hope to prevent bitterness, moral decay, ultimate human waste?

Lives of Suffering.

If it were possible to obtain reliable statistics, we should find that an alarming percentage of widows, left to their own resources, are obliged to work for their living, or marry the first man who can—detestable term!—give them a home. It is incredible that, only after a whole decade, Parliament is now beginning to see light in this direction and is considering the question of pensions for widows. Why, I could have told them all about it when I was twelve!

Have you ever studied the waiting crowds outside our hospitals? The pictures of patient and silent suffering on the faces of these parents, sisters or brothers? All of them have a mutual bond of sympathy with the sufferers inside the gaunt, oppressive-looking buildings. Yet they know that this suffering will continue till the crack of doom.

Their lives, one and all, are steeped in suffering. They accept it as they accept the other great injustices of life.

In brief, one of my great reasons for remaining single is that I am not prepared to face the manifold risks of marriage in the present state of society. I might be prepared to face those risks for myself; I would not allow a woman to face them in partnership with me, and above all I would not call fresh life from the void into so disorganised an existence.

The perfectly light manner in which young people of to-day embark on the responsibility of creating human life has always been a source of wonder to me. They bring children into the world as lightly as they bring in the milk!

Mr. Sydney A. Moseley, whose views on matrimony will arouse controversy.

If there were one reason only why I shirk marriage it is to be found in the spectacle of these overcrowded hospitals—each a staggering monument of the brutality and the futility of life.

I have asked myself when I have seen the slums, the crowded hospitals, whether it is worth it and whither does it lead us. I have almost cried aloud when I have seen the drabness and the emptiness of life abroad. I look into every child's face as I pass, and ask myself again and again: "Why were you brought here?" and neither from my heart nor from my reason is an answer forthcoming.

* * *

The critic might well reply: That refers to Britain only! Yes, it does! And British conditions are better than any I have seen in other countries.

In Egypt I have passed rows of bare-footed, destitute children. In Turkey, I saw the degraded position of women—legalised prostitutes! In Germany, before the war, I came across crowds of "beloved children," cared and tended by their parents so that years later they might be butchered in the cause of International Finance and Politics. In Russia so-called enlightened rulers butchered old men, women and children, while the rest of the world looked on. France is no better. There, too, the underpaid daughters of the poor must face squalid poverty or drift into the streams of vicious living and ultimate ruin.

Marriage a Failure?

It may well be urged that even although I dare not contemplate the risks essential to married poverty, this is no argument against marriage itself. True, and I should be the last to argue against marriage as a necessary convention. I am only explaining why *I* have never married; and I repeat that the suffering on all sides of me has so shaped my outlook on life that I am not ready to risk increasing the sum of human misery.

But there is another side to the question. I am not satisfied that the majority of marriages lead to happiness. Let me forestall the kindly meant correspondents who will write and tell me that when I fall in love—really and truly!—these harrowing harbingers will disappear.

I fear that this love business has been overdone. It is neither just nor manly that we men should permit the beautiful drug called love to blind us to possible unhappy consequences to others.

Two people, with common-sense, money, health and mutual attractions might hit it for a time. Yet even so the chances are a thousand to one against.

I would be traversing common ground if I developed as another of my reasons for not marrying the fact that the majority of marriages are failures for other reasons besides economical ones. I have seen too many signs of hostility and discourtesy between married people—each charming in himself or herself, but altogether at variance as life partners.

There is no need for me to quote the alarming statistics of the divorce courts, or, indeed, of the police courts. These are open to anybody who cares to look for them.

Unfit to be Mothers.

I do not propose to go further into the causes and reasons beyond saying that in the majority of cases the remedy is beyond the power of mankind. The average mother works devilishly hard and wears her nerves to pieces. Nature, too, is cruel to her. The average working woman, despite her understandable promptings of motherhood, is in no physical or pathological condition to rear children.

I beg readers to refrain from quoting exceptional cases to me. I can only sincerely congratulate those few who have found happiness in marriage. It took a Great War, when officialdom expressed its astonishment at our C3 men, to drive home what has always been so very obvious every student of sociology.

While the Kaisers have let it be known what a boon and a blessing babies are, I myself should make it a serious matter for those who brought children into the world unless they were thoroughly fitted for such a tremendous responsibility.

Let us make the world worth living in. Make it safe and certain before thinking of successors to whom you can leave, at the very most, only a civilisation bankrupt of order and humanity.

A

FAIRYCYCLE

Regd. Trade Mark.

As exhibited at the British Empire Exhibition.

Brings Health and Happiness.

It gives the children beneficial exercise so necessary for building up their health and strength, and enables them to enjoy hours of innocent amusement.

Be sure the word 'Fairycycle' and Triangle Trade Mark are on the frame. None genuine without. British made. Each **59/6**

Note the low centre of gravity which makes the Fairycycle so safe and easy to ride.

SPECIFICATION: Adjustable plated handle-bar, cycle saddle (adjustable), ball-bearing rubber pedals, 12in. wheels with 5/8in. wired-on tyres, frame of solid drawn weldless steel cycle tube, brake and free wheel.

See the Famous Triangle Trade Mark on all Good Toys and avoid spurious imitations.

Mfrs.: LINES BROS., Ltd.,
9, Fore St., London, E.C.2

STOCKED BY ALL GOOD TOY SHOPS AND STORES THROUGHOUT BRITAIN.

Say
"Eye-Tee-Ess"
to your bootmaker.
HE KNOWS that I-T-S Rubber Heels give the finishing touch to your footwear. They Cost No More, and their amazing durability ensures longer service, greater foot comfort and neater appearance. For Men, Women and Children, in Black and Tan—from all bootmen.

CONCAVE-CONVEX
I-T-S
Regd. Trade Mark.
RUBBER HEELS

All Rubber—All British—The World's Best.

Does your skin get rough, tender and irritable? Are you distressed by outbreaks of inflamed blotches and pimples? Daily use of Zam-Buk will thoroughly purify and invigorate your skin and protect it against the ravages of itching disease and blood poison.

Zam-Buk quickly ends the tortures of wet, dry or scaly *Eczema* and stamps the disease out thoroughly. It draws festering and poison from *Ulcerated* and *Spreading Sores*, and cleanses and cures the *Ringworm*-ridden scalp of a child.

HANDS BADLY AFFECTED.—"My right hand was in a terrible state with eczema," writes Miss G. Ayling, of Terwick Mills, Rogate, Sussex. "I thought my fingers would be eaten away. So-called 'cures' were absolutely useless, but when I used Zam-Buk, the eczema was driven quickly out, and my hand and fingers covered with nice new skin."

Zam-Buk WILL PUT YOU RIGHT

QUICK STOP TO STOMACH DISTRESS

If there's an excess of acid in the stomach, digestive pains will supervene, no matter what is eaten. Get rid of the harmful acid and all will be well. Take Bisurated Magnesia after eating, and no trace of pain or discomfort will follow, even though you have eaten the richest foods. Bisurated Magnesia neutralises excess acidity the moment it enters the stomach; it soothes and heals the inflamed stmach-lin ing and induces normal and natural digestion. Bisurated Magnesia is such an inexpensive remedy that no one at all liable to stomach distress can afford to miss giving it a trial. It costs but 1s. 3d a package, powder or tablets, at any chemist's, and is worth its weight in gold. *Doctors prescribe it and hospitals use it—YOU try it once and you'll praise it always.*

Relieves Rheumatism

Musterole relaxes stiff joints and drives out pain. A clean, white ointment made with oil of mustard, it usually brings instant relief.

It does all the good work of the old-fashioned mustard plaster, without the blister. Doctors and nurses often recommend its use.

Use Musterole for coughs, colds, (it often prevents pneumonia), lumbago, for pains and aches of the back or joints.

BETTER THAN A MUSTARD PLASTER

MILLER'S MUSTEROLE WILL NOT BLISTER

Thos. Christy & Co., London

Human Documents.

The Prodigal Returns

And Other Intensely Human Stories and Problems from Real Life

"MY wife and I absolutely idolised our only child, a son. When he was twenty-one years of age he joined the Army. My wife, who is an ailing woman, happened to be in a convalescent home when my son returned home on a fortnight's leave. During that time he confided to me that he was going to desert the Army, as he was sick of that kind of life.

"I was so angry that in my temper I abused him and said he would be no son of mine if he did such a disgraceful thing. I could not believe such a thing of the son we were so proud of, and I knew it would break his mother's heart if she knew.

"During the rest of his leave we were barely civil to each other, and before he went back I warned him that if he disgraced his name I would adhere to my word. A few days after he left home I heard that he had deserted the Army.

"My wife, who was still in the convalescent home, knew nothing of what passed between us—although my son had gone to see her during his leave. She became alarmed when three and a half months had elapsed and she had not heard from him. I pacified her by saying I was making enquiries regarding his whereabouts.

"I THOUGHT it would be a lighter blow for her if I told her he was amongst the missing than if I told her the truth of what had passed between us. After the Armistice I informed her our son had died in action on the field, and later on I was able to procure certain souvenirs, of which she became very proud.

"Since the war my son managed to cross to America, married out there, and finding himself in financial difficulties returned to Britain with his wife to ask me for help.

"I helped him with money for two reasons—one, which I try to hide even from myself, is that I still love him; the other is that he should never let his mother guess that he is still alive.

"MY wife is now to undergo a serious operation, which will mean life or death to her. My son, having become aware of this, insists on seeing his mother while she is still alive, as it may be for the last time. She is in a critical condition at present, and must have no excitement whatever.

"If I grant my son's request I am sure the shock will kill her. On the other hand, my wife may never recover from the operation and my son will never have the forgiveness that he desires from his mother while she is still alive.

"What shall I do? My son says his conscience will worry him all his life if he cannot speak to his mother before she dies. The doctor forbids any excitement whatever, but gives us hope of her recovery after the operation."

PROBLEMS that may be yours are dealt with by "Humanist." In every case the name and address of the writer are suppressed so that the authors may not be identified. Correspondents must send stamped addressed envelopes if they wish to be answered through the post, in cases that are too intimate or are not of sufficient interest to be helpful to others. Ten shillings is sent to each of the writers of the letters printed on this page.

"Humanist" says:—*If I were you I should face the risk of bringing your son and your wife together. Joy rarely kills. In any case, how can you honourably justify keeping them apart? It is not your business to continue the punishment of your son.*

Toll of Blackmail

"I AM a well-known baronet, resident in the South of England, and must confess to being addicted to heavy drinking bouts. Quite recently I went to a local social function without my wife, who was indisposed, and there I was introduced to a fascinating lady stranger. Towards the close of the evening my drink-befuddled head caused me to accept her invitation to see her home to her flat.

"The story that follows is the old one of an indignant husband and the convenient witness bursting into the bedroom where my foolishness had led me, and of outraged honour and pride ready to be pacified by monetary compensation.

"Terrified by my position I made out the necessary cheque, but the sum granted to these blackmailers evidently was not the end of the matter, for the letter now lying in front of me shows that they are reluctant to loose their hold on such a gull as myself.

"It is pretty clear that if I make another payment it will be followed by yet further threats of exposure. I do not wish to be bled white by these scoundrels, yet I dread the possibility of their betraying me."

"Humanist" says:—*If you bray a fool in a mortar with a pestle, yet will not his folly depart from him. Tell these people that if you hear another word from them you will put the matter in the hands of the police.*

Teacher's Dilemma

"I AM a school teacher by profession, having been at college for two years, and have obtained the Board of Education certificate. I taught in this school before I entered college in 1921 and have been fortunate enough to return here again. During my first period here I 'picked up' a very decent lady friend, one who holds the A.L.C.M. diploma and who, I know, thinks a great deal of me. We kept on writing to each other during my absence, and now that I have returned we are still faithful to each other.

"But this is where my difficulty arises. I am an illegitimate child, but *she* does not know. I would be more content if she knew, but I cannot pluck up courage to tell her. What am I to do? Do you think she will ignore me when she comes to know about it? What course shall I adopt?

"Further, my mother and aunt, who have been loving and faithful guardians to me, as well as my elder brother, know nothing of our courtship, and if all will be well I hope to become engaged some time in 1924. If it is done without my telling my people at home they will be offended. How am I to tell them? If they are unwilling, what shall I do?

"I have been talking to my girl's father regarding our friendship and he has signified his consent."

"Humanist" says:—*I do not see the least reason why you should tell her if you don't wish to. It is your business, not hers. I certainly should tell her. If she thinks the less of you for something that is not your fault—leave her. But be of good cheer; I don't think she will.*

Hopeless Love

"A FRIEND of mine recently became engaged to a girl whom he had been brought up with since he was a child. He had always understood that she was an orphan his mother had adopted before he was born. She was three years older than he was and had always acted as a 'little mother' to him during their childhood. They grew to love each other passionately.

"For no apparent reason his father bitterly opposed all idea of their love-making; and finally, when the son announced one evening that he wasdetermined to marry the girl, after a terrible scene the father confessed in private that the girl was his own illegitimate daughter by a woman who had died at the birth. The boy's own mother (now also dead) had adopted the friendless little baby. The lovers are actually brother and sister!

"The boy is nearly demented. His father has made him swear not to tell the girl the truth, in case it should come to light and disgrace him, as he is a churchwarden and respected. The boy has, therefore, been obliged to break with her without any explanation."

"Humanist" says:—*There is no way out, except in fiction and on the French stage. Brother and sister cannot be lovers. But the girl should be told—by her father. How otherwise is she to understand and avoid a double suffering?*

(*Continued on page 25*)

WILLIE SMITH,
(The Famous Billiards Player)
in his Dennis Overcoat.
(Photo by Press and Pu blicity Photographic Co.)

A £5-5-0 ALL WOOL OVERCOAT TO MEASURE FOR £2-5-0

OR IN S.B. CHESTERFIELD STYLE £2 ONLY.

THE DENNIS WILL BE THE MOST FASHIONABLE OVERCOAT THIS SEASON.

WHEREVER YOU RESIDE WE UNDERTAKE TO FIT YOU PERFECTLY.

HERE IS OUR UNIQUE PLEDGE.

If we fail to fit you perfectly by means of our Special Self-Measurement System, we will refund not only your money, in full, but 2/6 extra to compensate you for your disappointment.

Do not confuse the Barry Tailoring with the cheap class low-priced work which passes muster in some quarters for made-to-measure tailoring.

Every Barry garment, on the contrary, is a high-grade bespoke production, individually made to each client's special requirements and instructions.

Not even the best tailor in Bond Street could pay closer personal attention to your needs.

Twenty years' unremitting work and study stand behind the Barry Service. Ours is no haphazard organisation, for actually fully 90 per cent. of our personnel—Cutters, Tailors, and Administrative Staff—have been working with us during all those years. The Barry Service employs no casual labour.

STEPHEN DONOGHUE,
The World-famous Jockey
Dressed by Barry.
(Photo by Press and Publicity Photographic Co.)

FREE SEND FOR FREE PATTERNS

WHICH WILL BE SENT UNDER PLAIN COVER.

Neither do we pester you with follow-up letters or circulars. We leave our wonderful range of patterns to make their own appeal.

If you cannot call personally, our SELF-MEASURE CHART is unfailing. You take your measures in the privacy of your home, select your cloth from the lovely range of patterns we shall send you, choose your style from the big selection of fashions we submit—and in seven days you will receive your order carefully packed.

Sent Carriage Paid at our risk entirely.

You have only to read the interesting booklet we send you with Patterns to realise how efficient and unique an organisation is the Barry Service.

WRITE FOR PATTERNS OR CALL.

These calling may be measured in our Showrooms.

A Few of the Barry Specialities.

A £5 : 5 : 0	An £8.8.0 Superfine	100 Per Cent Pure New Wool
ALL WOOL SUIT to measure for	WORSTED SUIT to measure for	BLUE SERGE SUIT to measure for
£2 . 0 . 0	£4.10	£3.10

S. A. BARRY & Co Ltd.,

(J.B. DEPT), 26, CITY ROAD, LONDON, E.C.1.

Near Moorgate Tram and Tube Terminus.

Wrigley's does for teeth what brushing *cannot* do ——

You know how important good teeth are to good health.

You have been told that brushing with this or that will save them. But you have found that brushing alone is not enough.

And now Science tells you why. A prominent dental surgeon, writing for the *Daily Express* of the 27th June, says :—

"To prevent the teeth decaying by cleanliness alone, the mouth would have to be constantly aseptic.

"As this is practically impossible, a small quantity of good chewing gum after a meal will induce a long-continued flow of saliva, most efficacious in destroying the numbers of tooth-destroying bacteria."

So now you have Wrigley's in a new rôle. You have thought of it as an inexpensive sweet that lasts a long time.

Now you know Wrigley's is a real aid to good health.

And saving teeth is not the only health value of Wrigley's. It is a real aid to digestion. So millions of people use it *after every meal.*

Give Wrigley's freely and regularly to the children. Their teeth are of great importance to future health.

WRIGLEY'S

CHEWING SWEETS

The 'Huf' Ever-Ready Spanner

A tool—not a toy

Instant Adjustment. Made of High Grade Steel. For Workshop, Garage or Home Use

Fits size Nuts of	Jaws Open.	Price post paid.
No. 1—14 sizes	¾ in	1/9
No. 2— 9 „	1 in.	3/3
No. 3— 9 „	1⅛ in.	4/6

Full Set **15/6** post free.

THE HUF TOOL CO. (J.B.),

Britannia Street Works, Great Harwood, Lancs.

H. A. S. 'Phone 141.

If you want to earn more money, here's your chance!

It takes but a moment to mark the career of your choice, sign your name, and post the attached coupon to the oldest and largest Institution of its kind in the world.

That simple act has started tens of thousands of British men and women towards success.

In every line of business and industry, men and women are holding important positions and receiving splendid salaries—because they made use of the coupon.

You, too, by studying at home in your own time, can qualify for the position you want in the work you like best—no matter what your age, your occupation, or your means.

As a first step towards that goal, use the coupon—to-day—now.

..... USE THIS COUPON.....

INTERNATIONAL CORRESPONDENCE SCHOOLS, LTD.

135, International Buildings, Kingsway, London, W.C. 2.

Please send me your booklet containing full particulars of the course of Correspondence Training before which I have marked X. I assume no obligation.

..Advertising	..Engineering — every branch; state which
..Arch. & Bldg.	.....
..Draughtsmanship	..Salesmanship
..Coal Mining	..Textiles
..Commercial Training	..Window Dressing
..French and Spanish	..Woodworking

The I.C.S. teach wherever the post reaches, and have **over 300 Courses of Study.** If, therefore, your subject is not in the above list, write it here.

.....

NAME.....AGE.....

ADDRESS.....

FURS

OF GUARANTEED QUALITY

at Genuine Wholesale Prices.

The Finest Stocks of beautiful Furs in London to choose from.

A visit of inspection invited or selections can be sent into the country on approval.

Call or Write NOW.

THE WHOLESALE FUR CO.,

145, CHEAPSIDE, E.C.1.

Showrooms on First Floor.

SHAVEX

Mr. LESLIE HENSON, the famous actor, writes:—"I use 'Shavex' every time I shave, and think it is the quickest, cleanest and most delightful preparation ever invented for shaving."

NO BRUSH. NO SOAP.

A Revolution in Shaving.

"SHAVEX" is a production of modern civilisation whereby men can shave without using a brush and soaps composed of soda. With "Shavex" you can shave in half the time and get a perfect and smooth shave. This preparation leaves the skin like Satin and keeps one young, and no after lotion is required. "Shavex" is a skin food. It makes shaving a pleasure instead of a torture. Safety Razor blades last twice as long. 1/- large tube lasts 3 months. At all chemists or post free from

The ZEE-KOL MANUFACTURING CO. (Dept. V.13)

40, BLENHEIM ROAD, UPPER HOLLOWAY, LONDON, N. 19

FREE SAMPLE on receipt of 1½d. stamp

"A Tough Proposition."

Wood-Milne

Rubber Soles and Heels

Lessen fatigue of standing and walking and increase the life of your footwear.

British Made—British Quality

Sold by all Bootmen

SEE THE "SARTOR" MADE. STAND No. H256. Miscellaneous Textile Section, PALACE OF INDUSTRIES. BRITISH EMPIRE EXHIBITION. All Models, Shades and Sizes obtainable, ready to wear from Stand.

CANNOT BE BEATEN!

GUARANTEED RAINCOAT
FULLY-PROOFED GABARDINE
FITTED WITH COSY CHECK LINING
FINISHED WITH INDIVIDUAL CARE
SUITED TO ALL WEATHERS
DELIVERED to YOUR DOOR for 20/-

SARTOR RAINCOATS

WRITE FOR FREE PATTERNS (on a post-card). Style Book (Ladies', Gents', Maids' and Youths'), and accurate Self-measurement Form. POST TO-DAY. SEND NO MONEY. Get the patterns first, judge their value AND BE CONVINCED.

20/- Carriage Paid in the British Isles.

When you are satisfied that better value cannot be had, THEN ORDER. Our Guarantee.—No SARTOR is sold without it. If you're not entirely satisfied, send the coat back and we will REFUND Your MONEY in FULL. For patterns, etc., write now to—

SARTOR MANUFACTURING CO.

(Dept. J), 52, OXFORD ROAD, MANCHESTER.

London Showrooms:

220, TOTTENHAM COURT ROAD, OXFORD STREET.

GRAVES

STYLISH COATS & WRAPS

Ladies should write at once for Graves Magnificent Display of fashionable Coats.

All Garments warranted of best make throughout. From **5/-** per month. Each Garment distinctive in style and quality.

Coats delivered to approved orders on receipt of first payment. Balance monthly, if satisfied. Money back if you are in any way disappointed.

Write for Patterns

Complete ranges of Styles and Patterns of Coats, Robes, Costumes, &c., Post Free. State which you require.

J. G. Graves Ltd. Sheffield.

I offer magnificent horn and hornless models in oak or mahogany, with any number of records on fourteen days' free trial. Packed free and Carriage Paid. First instalment only secures immediate delivery. Write for free lists. Money refunded if dissatisfied. Thousands of Testimonials.

Chas. T. Robey

THE WORLD'S PROVIDER

DEPT. 10, COVENTRY.

FOR RHEUMATISM

TRY

A HOT SALTRATED BATH

A bath in hot "saltrated" water will stop the aches, pains, stiffness and swelling *within ten minutes.* Millions of packets of Reudel Bath Saltrates (for the preparation of "saltrated" water) have been sold, everyone with the manufacturer's plain money-back guarantee enclosed, and the sale is increasing daily. *This means something.* Thousands of packets were used by soldiers during the war for the relief of rheumatic or other muscular aches and pains, gouty joints, foot troubles, etc. Your own chemist is authorised to return money in full, immediately and without a word, if you are dissatisfied. It is always kept in stock, already put up in packets of convenient sizes, and selling at very low prices.

Saves Lives!

THOUSANDS now living owe their lives to Lobelline. This marvellous remedy acts like magic in all cases of coughs, colds and all chest and lung complaints. Every household should have a bottle handy. Remember, Lobelline is not only a lung tonic, but a lung PRESERVER!

ASK YOUR CHEMIST FOR

GEE'S LOBELLINE

The Great Lung Protector

MARVELLOUS FOR COUGHS, COLDS ASTHMA, BRONCHITIS, WHOOPING COUGH, CROUP.

Bottles 1/3 3/- 5/- Lozenges 1/3 tin.

Obtainable at all branches of Boots, Needhams, Squires, and all chemists, or post free from (Dept. J.B.), Stirchley Laboratories, Birmingham.

AT LESS THAN FACTORY PRICES

I offer you the pick of

COVENTRY'S BEST CYCLES

on **14 days' approval.** Packed Free and Carriage Paid. First Instalment secures immediate delivery. Satisfaction or Money Refunded. Thousands of testimonials. Lowest Cash Prices quoted. Write for FREE BARGAIN LISTS NOW.

2/- WEEKLY.

The O'Brien

THE WORLD'S LARGEST CYCLE DEALER

DEPT. 37 COVENTRY.

(Continued from page 22.)

In the Shade.

"I am a director in a shady business. The law protects it, but I feel ashamed of my association with my tricky comrades. I have several hundreds in the business which I lose if I resign. Tell me the right course to take."

Make the business into an honest and respectable one—or get out of it. If this is impossible—let the money go. There is no real pleasure or pride in ill-gotten gains.

Superior Husband.

"I have discovered that my wife, in whom I have always had the greatest faith, went to jail four times in her unmarried days for frauds of a brazen and deliberate character. I am annoyed to think I have been deceived, and am eager to let her know that I have found her out at last. Should I be silent?"

To err is human: to forgive divine. Forget the temptations to which your wife yielded—because she has been a good wife since. She has put the past behind her and lived it down. Put the future before you—and live up to it.

Law or Fraternity.

"My brother is only eighteen, and may be ruined because, from want of experience of life, he has stolen his employer's money. His employer will let him off if I pay back the money. Should I? Or is the best consequence the lesson of the law?"

Cain asked: "Am I my brother's keeper?" and since then the world has execrated his name. Help the boy—by your own admission his offence was inexperience, not a double dose of original sin. When you are older it will please you to remember that you did the generous which is always the right thing.

Strange Bargain.

"I am employed in a warehouse at a low wage. My employer's daughter, whilst on holiday, became very friendly with a man and lived with him for four weeks. The man has now decamped and the girl is shortly expecting to become a mother. If I marry her my employer will take me into partnership and also provide us with a home. I am nineteen; the girl is three years older. Could such a marriage be a happy one? I have been introduced to the girl and can't honestly say I love her."

It might not be unhappy, but I don't recommend it. This is hire and salary, not love and marriage.

A Woman's Weakness.

"My wife and I, both of us in the early twenties, have been married two years, and during that period I have discovered that she is very weak and easily impressed where other members of my own sex are concerned. The last time I reached home after a long absence I found that she had been out with men friends on no fewer than five occasions. She asserts that there is nothing wrong in that, but knowing her disposition as I do, my doubts of her almost rise as far as certainty."

Why not believe your wife? You will certainly torture yourself if you find her guilty on suspicion. She has a lonely life: why cut her off from her friends?

Married Bliss.

"Can I obtain a judicial separation from my husband? I have nothing except what some cousins allow me and which may cease at any time. My husband is very much beneath me in class and habits. He has done nothing for me since I married him but is always finding fault. He has tried once to desert me. Don't you think it is a case of incompatibility of temperament?"

You cannot make your husband enter into a deed of separation if he is unwilling. I am afraid there is nothing to be done unless he deserts or assaults you, when you could apply to the Court for a separation order with maintenance according to his means.

Words Winged to Women

Now for the Ballot-box!

by MABEL HORNER

ANOTHER General Election! With a rush that has almost taken away our breath the thing we foresaw is here.

However greatly opinions as to the necessity of the crisis may vary, there is one aspect of the question that does not admit of doubt. It presents to every enfranchised woman another chance to record her vote.

Literature is being broadcast with an especial appeal to women; candidates make particular efforts of persuasion for women, and innumerable meetings are arranged for their benefit. In short, woman, as an enfranchised citizen is asked to make herself felt.

Mrs. Anne Corner, who served on the committee which worked with M.P.s to draw up the Franchise Bill.

Yet such is the curious make-up of human psychology that a thing possessed loses much of the charm it holds while still unattainable.

Think what wild scenes of agitation we would witness if women were debarred from exercising, say, the municipal franchise. And yet in some boroughs, though women form the bulk of the electorate, not more than about twenty-two, or fewer, in every hundred, go to vote!

FOR Boards of Guardians the percentage of women voters is often even more deplorable, dropping in some instances down to fewer than ten. And this in spite of the fact that it is with cases of distress among women and children that Boards of Guardians chiefly have to deal.

Important as interest in these local governing bodies is, the supreme arbiter in our political and domestic destinies is the Government that sits at Westminster. It is Parliament that makes the laws which the local governing bodies must administer. And it all depends upon those laws whether the conditions of our daily lives are good or bad.

In view of the vital connection between the laws made in Parliament and the places where they work and live, it is time for all women on the list of parliamentary electors to make that wish come true.

So pressing is the need for immediate legislation that will improve the lot of women and children that women generally have not waited to be surprised by the General Election before deciding what they want. Most women, whatever their political colour, are fairly well united on some matters, and inclined to favour the Party that promises solution of their problems.

HOUSING, of course, stands in the very forefront. After housing comes legislation for reduced taxation of the housewife, improved facilities for children's schooling, and equal rights of women and children through the amendment of the illegitimacy laws.

Women are beginning to understand that only through peace, and the wise handling of diplomatic relationships between countries, can prosperity for their own men-folk be secured. Commerce is an international thing; it has to extend beyond ourselves and the Colonies, and take in foreign Powers. It is imperative that women, if they are to use their votes intelligently, make themselves acquainted with the terms of Treaties.

Enthusiasm after the declaration of a poll is a very natural finish to election days, but better still will be the enthusiasm that shows itself in willingness to take trouble to understand the points at issue, that works hard for causes it believes in, and never shirks the journey to the polling booths.

Elections are won on votes. There are more than eight million fully enfranchised women in this country. We shall get the things we pray for when every woman uses her electoral power for the good of the children and the home.

As Steady as a Rock

IF the great war taught us nothing else, it impressed upon us at least the strength that lies in unity, the importance of numbers.

No matter what engines of destruction were invented in the course of the war, the human element was necessary to guide their work. The Army with the greatest number of men won.

To-day in Britain there is an army of at least two million people, unarmed and peaceful, yet whose potentialities for well-doing are beyond dispute.

It is the army of JOHN BULL readers.

At least two million people read JOHN BULL every week. And we are able to place at the command of those readers our wonderful service of information and advice. We can give you advice on any suoject under the sun.

Write to JOHN BULL about your problems and worries.

There are two million of us out for sane progress, justice and truth, better living conditions and a happier Britain.

Remember that JOHN BULL is behind you all the time. If you have a wrong that wants righting, an evil that should be exposed, a problem that wants settling—write to JOHN BULL about it!

OUR wonderful Free Advice Service is at your command always. Make use of it, enclose a stamped addressed envelope with your query, and let us help you.

Labour may come, and Liberals may go, Conservatives may be in power, but JOHN BULL remains steady in its high public position. It is a friend in need.

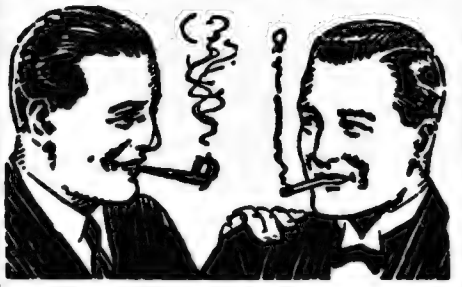
Careers in South African Farming.

It is much to make an adequate livelihood these days, it is more to do so at work which interests and in surroundings that please. The educated classes are therefore increasingly turning to South African farming. It appeals to them as a congenial life, it affords scope for men of moderate means.

The inexperienced can train in South Africa before attempting to farm for themselves, and can get guidance before they invest capital. Good land is still comparatively cheap, and there are many areas in which one can farm within reach of town, schools and neighbours.

Full particulars of the work, the capital required, the reasonable expectation of return in each of fifteen main branches of farming, and how to start may be obtained from the Publicity Agent, Office of the High Commissioner for Union of South Africa, Trafalgar Square, London, W.C.2. Write for Explanatory Farm Book "F.X." (300 pages). It is free.

"The Sunripe Twins"



MARK TWAIN SAID

that the report of his death was "much exaggerated." There's no exaggeration, however, about the exceptional value we claim for SUNRIPES. Apart from their extra size, SUNRIPES have such a uniformly exquisite "smooth" flavour—ensured by skilful blending and manufacture—that Smokers never fail to recognise that SUNRIPES Stand Alone for Size and Tone.

SUNRIPE

EXTRA SIZE CIGARETTES

20 for 1/- 10 for 6d. also 50's

Pipe Lovers are recommended

SUNRIPE MIXTURE

1 oz. pkts., 1/-: also 2 oz. and 4 oz. tins

"The Crowning Delight— A Pipe of SUNRIPE."

"JOHN BULL" says:

"DUGGIE rules an Empire of satisfied punters."
10/11/23

CAMBS. AND ALL FUTURE EVENTS.

Unlimited Double Events
No Way Barred.
⅓rd ODDS FOR PLACES
ALL FUTURE EVENTS.

Daily Business a Speciality.
NO LIMIT.
Don't Delay, Post To-day.
DOUGLAS STUART,
5, DRURY ST., GLASGOW
Duggie Never Owes.

Sporting Life:
"Backers will be perfectly safe in dealing with Sutters & Co., of Gloucester Mansions. The proprietors are well-known Sportsmen of the highest integrity."

SUTTERS & CO.

(Sole Partners and Proprietors: M. Benson & S. Freeman).

NO LIMIT for win or place.
PLACE BETTING with no limit or stipulations.
TELEGRAMS fully paid even if lost or wrongly transmitted.
⅓rd Odds for Places on ALL Future Events.

CAMBS.

NO LIMIT win or place

Apply To-day:

GLOUCESTER MANSIONS, LONDON, W.C.2 for CREDIT A/cs.

For Other Business: 196, St. Vincent St., GLASGOW.

Four to Back for the

The Getting-out Stakes—'Ware Lighthouse—Cesarewitch

AS Charley's Mount credited the lucky Aga Khan with the Cesarewitch, I felt like the disgruntled sportsman who tore up his race-card, put his last match to the book of form, gave away the return half of his railway ticket, and muttered to himself: "Now walk home!" (I have left out the adjectives.) However, we soon recover from these little upsets—they are all part of the game—and look forward to getting our own back in the next big race, in this instance, the Cambridgeshire.

Four to Back.

I do not want to give a definite selection this week for the last big race at Newmarket, but at the moment I still think the best bets are:

Dumas and Purple Shade to win.
Grave Fairy and Dinkie each way.

I shall give my final in the code selections. This will enable me to utilise any last-minute information.

The Lighthouse Danger Light.

I am told to keep off Lighthouse for the Cambridgeshire until the day of the race. He has not been going well in recent gallops and while Jack Leach definitely has been engaged to ride, the time to back Lighthouse, if he is your fancy, will be when you know the conditions will suit him and that he is all right.

Pharos, the Best in the Country.

In Pharos, Lord Derby owns one of the best horses in the country. He literally toyed with the opposition in the Duke of York Handicap, and a few days later made hacks of Parth, Salmon Trout, Verdict and Polyphontes. I believe Lord Derby intended to dispose of this splendid four-year-old at the end of this season. I wonder if he has changed his mind? Of course Pharos will not be asked to shoulder his penalties in the Cambridgeshire. Moabite will represent Stanley House.

Safety First.

The skull-cap order for National Hunt jockeys is now in force. I noticed that W. Hammett was the first rider, wearing the safety headgear, to win a race. On the same day he broke a toe. Toe-caps may be the next order.

Cesarewitch Afterthoughts.

Jazz Band
Ought to be canned.
Rose Prince
Made punters' wince.
Spithead
Would be better dead.
Vic's Choice
Bookies' rejoice.
Portlight
Was out of sight.

Disqualified and Disgraced.

I am one of the hardened race-goers who disagrees with the Jockey Club rules regarding disqualified horses, particularly those concerned in a bumping finish. Two horses may be a dozen lengths clear of the field, the first horse past the post loses the race in the objection room, and is deprived of a place. I do not think any sane person can consider this fair. Unless a disqualified horse interferes with the rest of the competitors he should be placed second.

THIS WEEK'S SELECTIONS

Newcastle, Wednesday,
DAMSEL, YELLOW PERIL FILLY.
Newbury, Wednesday,
FLIGHTY, BECKA.
Doncaster, Thursday,
APPARENT, KENTISH KNOCK.
Doncaster, Friday,
POOR SCATS, BRIXTON.
Stockton, Saturday,
ACTIUS, HARRIET GELDING.

I should not have referred to this subject, but I understand that the Jockey Club intend to add a line to one of their rules which will place a disqualified horse last in the race. This also is silly, as it does not matter where the beast finishes if he is deprived of a place. Of course, the punter can go to Halifax.

"Ranji's" First Winner.

H.H. Maharajah Jam Sahib of Nawanagar, or to cut the cackle and come to the horses, "Ranji," won his first race of the season on Cesarewitch day with Ruysdael. So really it was a day out for India. Father Time has not been unkind to the popular Sussex cricketer of twenty years ago, but few people would recognise the fat and jovial sportsman as the lithe young Indian who used to knock up centuries in partnership with C. B. Fry. Ranji has only a few horses, and these are trained by A. Sadler at Newmarket. I fancy Ruysdael was his first purchase.

"Ranji."

Another Sir Gallahad.

For the planning of successful coups many months ahead the French have few equals, and the patience with which they plan is often rewarded by victories like that of Sir Gallahad III., who was set aside for the Lincolnshire Handicap at the end of the previous season. I have the soundest possible authority for saying that the same plan of campaign has been marked out by the same people this year, but they are after bigger game, and hope to win next year's Derby with a half-brother of Sir Gallahad III.

A Grandson of Flying Fox.

The horse is Ptolemy II., who has just established his claim to be regarded as the French two-year-old champion by beating the cracks of his age over a mile at Longchamp on Sunday week last. Ptolemy, a son of Teddy and great-grandson of Flying Fox, is thus a half-

SELECTIONS FOR NOVEMBER 1.

THE LEAGUE—DIVISION I.
HOME WINNERS.
Birmingham, *Bolton W., *Burnley, Cardiff C., *Everton, *Sunderland.
AWAY WINNERS.
*West Ham, *Newcastle.
DRAWS.
*Notts C. v. Manchester C., *Spurs v. Aston V., *West Bromwich v. Huddersfield.

THE LEAGUE—DIVISION II.
HOME WINNERS.
*Chelsea, *Clapton O., Leicester C., *Manchester U., Oldham A., *Wednesday, Southampton, Stoke.
AWAY WINNER.—Derby C.
DRAWS.
*Coventry C. v. Middlesbrough, *Stockport v. Portsmouth.

THE LEAGUE—DIVISION III. (Southern).
HOME WINNERS.
Aberdare, Brentford, *Brighton, *Bristol C., *Luton, *Millwall, *Plymouth A., *Swindon.
DRAWS.
*Bournemouth v. Northampton. Gillingham v. Charlton, *Norwich v. Swansea.

THE LEAGUE—DIVISION III. (Northern).
HOME WINNERS.
*Bradford, *Chesterfield, *Darlington, *Halifax, New Brighton, *Rochdale, Rotherham, *Wrexham.
AWAY WINNER.—Barrow.
DRAWS.
*Accrington v. Southport, *Hartlepools v. Lincoln C.

SCOTTISH LEAGUE.
HOME WINNERS.
*Aberdeen, *Airdrieonians, *Dundee, *Hibernians, *Kilmarnock, *Rangers.
AWAY WINNER.—*Celtic.
DRAWS.
*Motherwell v. Cowdenbeath, Queen's Park v. Hamilton A., Raith R. v. Hearts.

(For coupon purposes nap selections are marked with an asterisk.)

England's First Team

I DARESAY that England will beat Ireland at Liverpool this week, but while the forwards will do—at least they are a brilliant lot on paper—the middle line will have to be stiffened up if we are to win the championship.

I hope in one way I am wrong in saying that I do not think Healless is the man we are looking for as England's pivot.

A good and genuine half, of course, is Healless, but not of that inspiring type which makes all the difference.

Then Barton also is lacking a little in ambitions towards his forwards.

Won't Like Work.

This all means that the front line may have to look after themselves, and I can spot a couple to whom this part of the game will not make much appeal.

There is also the suggestion that there may be a little too much flashness on the part of the inside wing forwards who, I hope, will give Bedford the chances he ought to get instead of going in for pattern-weaving.

I congratulate Bedford on his "cap," for which JOHN BULL recommended him two seasons ago.

Belated Loyalty.

At last some of the clubs have been stirred to their responsibility in the Australian tour next close season.

These teams who go on a journey of education to others ought to be really strong, and I cannot imagine any player who has not travelled abroad and who has no ties not wishing to go on a trip like this.

As to the clubs, they cannot only be loyal to the F.A. in nominating as many men as possible, but they can save something in summer wages. This, apparently, was not in the first place realised.

The New Star.

It is not often a debutant is so successful that both clubs on whose grounds he made his first appearances should have covetous eyes on him.

This is Matthews, the new outside-right of Bury, who is going to be a star if he can only keep up his form.

No doubt his methods will be partly tumbled to as backs get to know him, but he so impressed the West Ham directors that after he had appeared at Boleyn Castle they offered a substantial sum on the spot.

I have never known any player to come up for barter so early, and I expect Bury will let Matthews mature and then ask for a few thousands.

Pure Piffle.

I was at a match in London the other day in which the alleged football was absolute "piffle."

Cambridgeshire

Afterthoughts—Another French Coup

brother of Sir Gallahad, who combines with the speed of the Lincoln winner stamina inherited on the maternal side from Elf, who won more long-distance races than any other horse in recent years, including the Ascot Gold Cup and the world's greatest long-distance flat race, the Prix Gladiateur (twice).

What The French Judges Think.

Some of the soundest judges in France are satisfied that in Ptolemy they have a real champion and are sure that if nothing goes wrong in the meantime they can count on the colt proving a match in his second season for anything in training in this country or in France. Hopes of this kind have been shattered before now, and it is never wise to be too certain of anything in racing, but knowing the men behind this French hope I want to warn readers well in advance of the need for taking no liberties with this prospective invader, who goes into winter quarters forthwith as preliminary to his training for the Epsom event.

I Have Heard That

The bookmakers are no longer complaining of a bad season.

* * *

Bournemouth's race-course will be opened next year.

* * *

Donoghue has ridden nearly 300 losers this season.

* * *

Epinard has not added to his reputation in America. In all his races he has finished second.

* * *

HORSES TO FOLLOW.

The Gripper.—A few weeks ago I said in these notes that this speedy son of the Boss would win a five-furlong sprint. I coded him for the Lowther Welter Handicap at Haydock, and he ran away from the opposition. He was returned at the nice price of sevens. The Gripper should be backed again over five furlongs—not six.

Ne Koul.—Wootton's gelding will capture a mile-and-a-half event before the season ends. He was undertaking a big task in endeavouring to give a year, plus 16 lbs., to the greatly-improved Vaudricourt. The latter is a Willonyx horse, and has plenty of his sire's stamina.

Pandarus.—I think the Wokingham Cup winner was very unlucky to be beaten by the dead-heaters, Francis Joseph and Cordobo, at Kempton. He was badly away and could not challenge the pair until too late. Pandarus will win over six or seven furlongs shortly.

Flaith Mor.—This fellow has won twice since I advised John Bull readers to follow him. He was my code selection when he turned up at 4 to 1 last week.

Jarvie.—Seven furlongs is Jarvie's best distance, and he was desperately unlucky to be beaten by Ruysdael and Creolian at Newmarket, in spite of his heavy burden of 9 st. 5 lbs. He was giving the winner nearly two stone and would have won in a few more strides.

SILVER RING.

"JOHN BULL'S" CODE.

Two coded selections will be given daily in the following papers:—

Sporting Life, Sheffield Early Bird, Glasgow Noon Record, Sporting Man, Birmingham Sporting Buff, Birmingham Mail, Sporting Pink, Portsmouth Sporting Mail, Liverpool Sports Express. Mid-day Sporting Special, Bristol Times and Mirror, Cork Examiner, Aberdeen Sporting Express, Western Mail, Irish Independent, The Irish News, Sporting Chronicle and Chronicle Mid-day (Manchester).

X 2 E V R M U 3 O B J T K I

A W S Q C P Y L G H N Z F D

How to read the code:—In place of the letters or figures advertised in the daily papers read those above or below the line, as the case may be. M Y C M 3 S E B X I S would read PURPLE SHADE.

This code will be changed in next week's JOHN BULL. It covers the racing from October 22 to October 28, inclusive.

Criticised

Not enough inspiring players in the middle line.

I can be surprised at very little, but not at 22 professionals getting into a rut of dreary incompetency and remaining in it. An old-time stalwart threatened that he would never attend another professional match; and I believe he meant it.

A huge crowd, Micawber-like, waited for something to turn up which did not, and they went away disgusted.

Fancy This.

In an attempt to teach one team the nearly lost art of ball control, Fred Spikesley, the once-famous winger, has taken the players in charge and is going to make them dribble in between posts. You would have thought that men earning up to a tenner a week would be able to keep the leather within a few inches of their boots, but there are not a hundred pros at the present time who can "hold" the ball until they are tackled.

It is this general fault which leads to so little cohesion between the half-back and forward lines and to such a comparatively easy time for full backs.

Watch in any game how many times the forwards who attempt to dribble through for a shot sooner or later kick the ball a foot too far and give the opposing backs nothing to do but boot it away.

The Great Fault.

"What is the greatest fault of the modern player?" I asked an old international at Manchester recently.

"About half-a-dozen," he said, "but if you want one that sticks out, it is the shooting."

The Big Clashes.

In League games this week-end there are some clashes in which crowds delight, that is when local rivalry is concerned in them.

For instance, Villa v. West Bromwich will be one of the games of the season from the keen point of view, if not the classic one, and Spurs v. The Arsenal will be a fight—perhaps in more senses than one.

If Celtic can beat the Rangers they are going to have a good chance of winning the Scottish championship, even if I shall expect the Rangers to finish the season more strongly.

WEEK-END COUPS.

My coups for this week-end are:—

7 HOME.—Huddersfield, Derby C., Blackpool, Swansea, Northampton, Barrow, Falkirk.

6 HOME.—Huddersfield, Derby, Blackpool, Swansea, Falkirk.

3 AWAY.—Wednesday, Brighton, Darlington.

3 DRAWS.—Arsenal v. Spurs, Villa v. West Bromwich, Celtic v. Rangers.

3 HOME, 3 AWAY.—Huddersfield, Swansea, Falkirk, Wednesday, Brighton.

"35 Years Reputation on the Turf."

SECURITY

AND

CHARLES VILLIERS CHAPMAN

(Member of the Leading Sporting Clubs)

What the Press says:—

THE SPORTSMAN. — *"During the whole of his career as a Turf Accountant no unsatisfied claim has ever been made against him. He employs a large capital in his business, which enjoys a high reputation for fair dealing and integrity."*

THE SPORTING LIFE.—*"The business of Mr. Chapman is one of the very largest of its kind in the world. Obligations are fully and honestly met."*

Write for my Price List on CAMBRIDGESHIRE and MANCHESTER NOV. H'CAP., also next year's LINCOLN and NATIONAL and DERBY 1925.

NO LIMIT WHATSOEVER on Singles, Doubles, Trebles and Accumulators. Win and Place.

Wires lost in transmission are allowed in full.

One-Third odds for a place on future events.

WRITE FOR LIST OF PRICES.

SETTLEMENTS BY BANKNOTES OR CHEQUES, AT OPTION OF CLIENTS.

Write for Terms, stating requirements, to

58a, Brompton Road, LONDON, - S.W.3

'Phone No.: 7880 Kensington (10 lines).
'Grams: "Repayable, Knights, London."

J. McLAUCHLAN,

54, Gordon Street, Glasgow.

Established 32 years.

You are on by Letter

if time post-marked (not in code) by advertised time of race (Registers 15 mins.).

NO LIMIT.

1/3rd the odds 1—2 if 5, 6 or 7 runners; less than 5 runners Place stakes go on to win.

Credit Accounts opened on Approved References.

Special Credit Accounts

(No references required). Write for details. Rules on Application.

11, DUKE ST., EDINBURGH.

For Credit Accounts Only.

SAFETY FIRST.

ALFRED H. MAURICE,

The FOOTBALL Accountant

19, BRIDE LANE, LONDON, E.C.4.

CHALLENGER CREDIT COUPONS. NOTHING BARRED — NOTHING STARRED. Send for LONG, SHORT, and ONE LEAGUE ONLY LISTS.

"Alfred H. Maurice has stood the TEST for over 25 years."—*Vide Press.*

Absolute Security Guaranteed

By the Firm of World-Wide Repute—

WHITE FISHER & CO

144a, WEST REGENT STREET, GLASGOW.

IT IS ESSENTIAL IN YOUR OWN INTERESTS THAT YOU PLACE YOUR

FOOTBALL

COMMISSIONS WITH A SOUND AND RELIABLE FIRM.

5 LISTS. 7 LEAGUES.

NOTHING EVER BARRED.

BUSINESS ON CREDIT.

Our Prices are calculated according to results, with a minimum as quoted on our Coupons. Profits are shared with successful clients.

£250 WEEKLY FREE COMPETITION.

GOOD AGENTS WANTED.

Send us your Business and have no worry.

RACING AS USUAL.

WE NEVER QUIBBLE

ESTABLISHED 28 YEARS.

A. H. WESTWOOD

YORK PLACE, EDINBURGH,

Makes a speciality of

FOOTBALL

and, without fear of contradiction, emphasises that no better terms can be offered by any RELIABLE Firm.

He has been established over 31 years and TRADES IN HIS OWN NAME.

PLEASE SEND FOR PARTICULARS

DAVID COPE

AND

ALFRED H. MAURICE

25, North Albion St., GLASGOW.

DAILY SETTLEMENTS. LETTER COMMISSIONS.

WINNINGS BY RETURN OF POST.

CAMBRIDGESHIRE and MANCHESTER Nov. H'cap.

UNLIMITED BOOK NOW OPEN.

For Credit Accounts apply to

DAVID COPE,

97, FLEET STREET, LONDON, E.C.4.

AT £2-2s. THE "FAMOS" LAMP is wonderfully GOOD VALUE

YOU CAN HAVE IT ON 14 DAYS' TRIAL

There is no lamp sold at £2-2 with all the improvements that are contained in the centre air draught "FAMOS." It gives a brilliant soft white incandescent light—a joy for the winter evenings. It lights in a moment by raising a lever and applying a match—88 Candle power light with one pint of Paraffin for 9 hours. This is the most economical system in existence and you can obtain this lamp in Oxydised Copper, Nickel or Brass.

Send your remittance for £2 2s. State finish you require, and secure this remarkable "FAMOS" Lamp, carriage paid. If it doesn't come up to your expectations, send it back within 14 days in good condition and cash will be returned in full. This is a fair and honest offer.

FAMOS LAMP

To the first 1,000 Purchasers, three extra mantles will be presented free of cost.

The FAMOS Lamp is extremely simple to fill, clean and light. There are no complicated gadgets to go wrong.

List of other patterns on request.

The ARMA MANUFACTURING CO., LTD., 28(H), Great Saffron Hill, London, E.C.1.

Egg Profits

—shoot up when fowls get mustard in their mash. It speeds digestion, tones up and invigorates without "forcing." More eggs are the natural result.

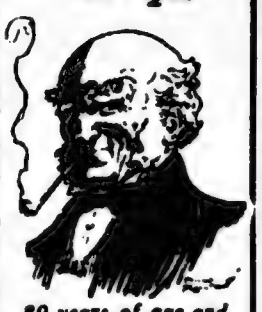
Colman's Poultry Mustard

"Eggs them on"

Colman's Egg Register FREE—Write to J. & J. Colman Ltd. (Dept., 21.U.), Norwich.

A BOOK ABOUT HERBS for ½d.

A very interesting Book of 96 pages—illustrated — gives particulars of many Herbs, Herbal Pills and Ointments, Notes on Health, a Health System and many other things of interest to any who suffer—a Book for every home, "In the garden, field and hedgerow there is a remedy for every disease." Nature's remedies are the best, cheapest and safest. INSTRUCTIONS. — Write name and address clearly, preferably in block letters, on the coupon, place the coupon in an envelope addressed to Heath & Heather, tuck in the flap but do not stick down, affix a halfpenny stamp—post at once—and the book will reach you by return.



80 years of age and not an ache or pain.

HEATH & HEATHER, LTD. Herb Specialists, St. Albans.

Please send Heath & Heather's Herb Book post free.

NAME.....

ADDRESS.....

No other enclosure must be placed in the envelope and nothing written on this coupon, but your name and address. JOHN BULL

Our Letter Parliament

Do We Want Elections?

Our Readers Air their Views on This and Other Subjects

Country First.

Mr. A. G. Gardiner has struck yet another right note in his criticism of the present political crisis. How surprising it is to see so many of our M.P.s acting so small and narrow-mindedly over these petty Party principles, when so much is at stake. The disastrous effect of the continual shelving of the many grave problems requiring solution is eating like a canker into the very heart of our nation. Our parliamentarians should make their motto "Country First."—*J. H. M., Irlam.*

Paying Through the Nose.

The Party squabbles prevent concentration upon the all-important task of governing. Ministers' time and thoughts are taken up with Party factions; no wonder the evils of bad trade, unemployment, high prices, sweated labour, etc., are still with us. They always will be when every few years or less, sometimes upon a personal issue or other matter entirely unconnected with the good of the masses, this country is whirled into a general election. The community pays.—*L. W. S. U., Leigh-on-Sea.*

Actions—Not Words!

At this critical time in politics, it is well that the people can get the independent and unbiased side of things from JOHN BULL. The issues are too apt to be hidden in platform phrases and catch words. We have heard enough in the past about "homes for heroes," "every man a job," "equality for all," etc. We need employment and houses. Every government has failed to give us them. Why not amalgamate the best men of *all* Parties?—*John Pearl, Brixton.*

Cheaper Polls.

The excessive secrecy of the ballot is a £3,000,000 luxury which this country could do without, or at least have in modified form. What is to prevent the manner in which each person votes being registered by some central London office? Then in a subsequent election the whole of the changes of choice could be notified by electors on properly numbered forms. For all those people whose choice of Party remains unaltered there need be none of this, for silence on their part would indicate to the officials that their former votes still held good.—*Angus.*

To Avoid Elections.

Mr. A. G. Gardiner thinks apparently that a Government in office for a *fixed* number of years would do away with the "annual" general election. It would; but has he considered the disadvantages as well as the advantages of such a scheme? It could well happen that before a year had passed the Government would cease to represent the public, and no matter how anxious they were to have new leaders this would be impossible. In America this system has failed, and is a blight on politics there.—*L. P., of New York, London, W.C.*

Platform Promises

Will the electors clean Britain and make it healthy, prosperous and great now that they have their chance at the polls? Or again submit their destinies to Party hacks who promise on the political platforms what they never perform on the floor of the House? Will it be remembered how many of the so-called solutions to national problems bear the stamp of pocket interest, that people still suffer and die in horrible slums, that the air is still polluted for gain, and that cancer-producing food is marketed because it yields profit?—*M. B. E., Blackburn.*

Brief to-the-point letters not exceeding 100 words are invited; 5s. is paid for each letter published. Name and address essential, not necessarily for publication. Envelopes must be marked "Letter Parliament."

Be Good to No. 1.

Trace man's downfall throughout the ages, and, I suppose, it could be attributed to his idolatry of self, his passion for power above his fellows, even if he robs them to attain it. Now is the time for all who wish ultimately to see this world a better and nobler place to live in, to follow "Gypsy" Smith's advice in his recent article in JOHN BULL, and embark on a pilgrimage for the welfare of others, and strive to overthrow the self god that is enclosing us more than ever in its fatal grasp.—*H. J. D., Sidcup.*

Pure Food.

Sir Kingsley Wood has made some startling revelations in his article in JOHN BULL on the impure food perils. It is a very real danger to which we are exposed. After reading the case of the woman who actually got foot-and-mouth disease, one wonders who the next victim will be. It is certainly time that the out-of-date laws were discarded and our whole food supply subjected to the strictest supervision. I hope your contributor's Bill will be the remedy.—*W. H. J., Battersea, S.W.11.*

Eat More Fruit!

After reading Sir W. Arbuthnot Lane's striking article on "How to Prevent Cancer," how clear it is that the grasping middle man is morally a murderer! Take the fruit ramp, for instance. Here in fertile Devonshire our fruits are held up by unscrupulous dealers who retail at prices quite out of the purse-range of the working and middle classes, so that we are absolutely denied the life-giving foods of the fields. Apples, pears, plums and all varieties of greenstuff form the real antidote to that horror—cancer, and yet, living as we do in the most fertile county in England, we cannot buy fruit at fair prices!—*S. J. C.*

Printers' Pie

(Half-a-crown is paid to the sender of every item published. Mark envelopes "Pie.")

"MOTOR CYCLING":—"We noticed a very nice climb by —— who had fitted 3 in. TYRES and stout leather bars TO HIS BOOTS."

"BERWICK JOURNAL": — "They hoped he would be long spared to his father and mother and be a dutiful SON AND WIFE."

"DAILY SKETCH":—"'Very likely,' I agreed sadly, and a small SOB rolled down my cheek."

"FOOTBALL SPORTS LIBRARY":—"The pain at her ankle was agonising, a WHISTLE WAS SCREAMING IN HER EYES."

"SUNDAY NEWS":—"'Before I was made high bailiff six court days a month was about the average, while now we frequently have TEN court DAYS A WEEK, with two judges sitting."

"EVENING NEWS":—"One of the witnesses, a DEAF man, said the boy's SCREAMS kept him awake at night."

"NORTHAMPTON DAILY ECHO":—"All were prettily attired in GOLD GEORGETTE dresses OF FLAME VELVET."

"GLOUCESTER CITIZEN": — "This GIRL whom EIGHTY YEARS AGO Edward Hamilton had left as a mere child, felt her heart throbbing with a wild joy."

Mystery of Death.

In the recent article on "What It Feels Like to Die," I think your contributor has rather overlooked the fact that in many cases it is not so much that one is *afraid* to die as that one does not *want to*. Particularly, of course, was this evident during the war. The thousands of brave men who gave their lives for their country were not afraid of death, but they did not want to die before they had really lived. Life was still sweet to them and they wanted to experience all that might be in store for them. To die young is the tragedy.—*E. N. H., London, S.E.*

Premature Burial.

There is really no danger of premature burial. Tie a piece of string round the finger of the presumed dead person. If the heart has stopped there will be no change in the finger and the subject is dead. If not, there will be a livid tint caused by the stoppage of the venous circulation. Again, if a slight incision be made in the base of the great toe and no blood oozes out, death may be presumed, and, finally, if the abdomen assumes a greenish tint, which is evidence of putrefaction, it proves beyond all doubt that life has departed.—"*A Retired Doctor.*"

Choose Your Wound.

When a Board of Guardians require an officer they should make it quite plain in their advertisements that only A1 men need apply. I am constantly being summoned, with others, to appear before Boards in hopes of getting an appointment in Poor Law service, and although I am an experienced officer I am unable to return to the only job I am experienced at because I received a slight disability whilst serving with the Forces. I wonder how many Poor Law servants there are to-day walking the streets because they were careless in choosing their war disability.—*Disgusted, Plymouth.*

A State Bank.

Has a "Gentleman With a Duster" ever considered the vista of possibilities that would open with the doors of a State bank? The present Savings Bank supplies the foundation; every post office the medium. There are countless thousands who would support the State rather than line the pockets of private bank shareholders. What better means of relieving overtaxed *industry* could any Government have? And the cheaper production following would quickly regain those markets we so urgently need. A couple of millions of shareholders in Britain is real patriotism and sound business. The British State Bank is long overdue.—*Edward Chalk, Twickenham.*

One Man, One Job.

My colleagues in Whitehall are interested in your paragraph "Grab-alls in Whitehall," and, knowing your sympathy with ex-Servicemen, we would point out that the facts are far from being correct. The men occupied on spare time telephone work are ex-Service Temporary Civil Servants, and as their weekly wage ranges from £2 18s. 0d. to £3 2s. 6d. they carry out this spare time work to supplement their meagre income, getting at the most 18s. per week. They find it difficult to maintain home, wife and children, rail fares, mid-day meal and a supply of clean collars on the weekly wage so generously paid by a grateful nation; hence the two jobs.—*A. C.*

Triumph of the World's best low priced Watch

Drastic tests proved Ingersolls best for Mount Everest.

Tested in 140° of heat and 72° of frost, Ingersolls proved their unfailing dependability and were the watches carried by every member of the Mount Everest Expedition.

To the public the triumph of the Ingersoll has a special significance. It means that an Ingersoll, provides reliable accurate timekeeping service under the most severe and exacting conditions. That's what *you* need in a timekeeper —it is guaranteed in every Ingersoll—the lowest priced good watch made.

Ingersoll

WATCHES & CLOCKS

are obtainable from any of the

INGERSOLL ACCREDITED AGENTS

throughout the Country.

Ask an Agent to show you the full range of Ingersolls.

INGERSOLL WATCHES - - 7/6 to 45/-
INGERSOLL ALARM CLOCKS 7/6 to 25/-

Any shopkeeper who tries to dissuade you from buying an Ingersoll has an ulterior motive for doing so.

INGERSOLL WATCH CO., LTD.,
Ingersoll House, Kingsway, London, W.C. 2.

INGERSOLL YANKEE
Plain Dial ... 10/6
Radiolite Dial 15/-

"John Bull" Guarantee

EVERY article advertised in "John Bull" carries with it a "money-back" guarantee. You have the guarantee whether the article admits of a laboratory test or not.

All foods, food products, toilet preparations, medicines and drugs, and other articles capable of a laboratory test which have been approved by our experts are marked— In the case of medicines and drugs we guarantee that if they are taken or applied according to the directions they will have no injurious effects.

TESTED JB

Naturally this guarantee applies only to manufactured articles, but every care is taken to satisfy ourselves as to the bona fides of all advertisements in "John Bull."

Any complaint must reach us within one month from the appearance of the advertisement in "John Bull," and in the case of dispute the decision of our Managing Director shall be final.

ODHAMS PRESS LIMITED.
Proprietors of "JOHN BULL" (*and reduced*).

My beautifully illustrated Recipe Book is yours for 1½d.

I offer seventy of my nicest recipes for Cornflour and "Raisley" in a delightful booklet, beautifully illustrated in colour, for 1½d., POST FREE! This is the cost of sending the book to you.

The book itself is quite an expensive production, but I am making this attractive offer for I want *everyone* to have a copy. Send the coupon NOW or you may lose your chance.

Here are a few of the attractive recipes taken at random from "Simple Home Cookery":—

Cauliflower au gratin	Melting Moments
Cornish Pasties	Mondamin Cake
Savoury Omelettes	Macaroon Tartlets
Cheese Straws	Natural Fruit Jellies
Scotch Breakfast Scones	Blanc-Manges.

Suet Puddings, etc., in great variety.

JB

Besides the recipes, I have tried to make the book as interesting as possible—you will find that I have included many useful cooking hints. Don't forget to post the Coupon to-day!

P.W.P.2.

POST THIS COUPON.

To Messrs. BROWN & POLSON, Ltd., 6, Beaverde St., LONDON, E.C.4
Please send me, post free, "Simple Home Cookery," for which I enclose 1½d.

Name .....
(State whether Mrs. or Miss)

Address .....
.....

Add just a little Bisto to your stew and you'll be surprised at the difference. Bisto improves the flavour and gives the stew a more tempting appearance.

JB

BISTO

Improves all Meat Dishes

GRAVES
GENUINE NATURAL FURS.

Every lady should write for the Graves Bargain Catalogue of genuine high grade furs. The newest exclusive styles in exquisitely matched skins. Keenest money-saving prices and Easy Terms. Finest values ever offered.

WE DELIVER Furs to approved orders for a small payment with order. Balance in monthly payments if satisfied. Money back if disappointed.

WRITE TO-DAY for our new handsomely illustrated Fur Catalogue Post Free.

J. G. Graves Ltd. Sheffield.

From 5/- Monthly

100,000 Rugs
GIVEN AWAY.

This Phenomenal Offer is made to the readers of "John Bull," 25 10-24. On receipt of Postal Order for 12/6 we will forward Direct from our Looms to your address one of our "Prudential" Brussels

Real Seamless Woven CARPETS
GUARANTEED GENUINE BARGAINS

Carriage 1/- extra

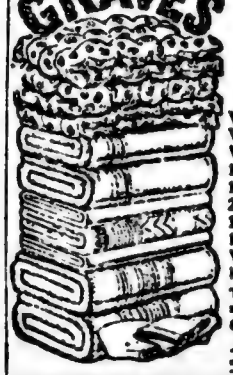
Suitable for Drawing-room, Dining-room, Bedroom, etc., handsomely bordered in thirty Turkey patterns and fashionable self-shades of Crimson, Greens, Blues and Art Colourings, to suit all requirements and large enough to cover any ordinary sized room.

12/6 POST FREE

These Carpets with **FREE RUGS** will be sent out as sample Carpets, showing you the identical quality we supply. They are made of material equal to wool, and being a speciality of our own, can only be obtained direct from our Looms, thus saving the purchaser all middle profits. **Over 400,000 sold during the past 18 months.** Money willingly returned if not approved. Thousands of Repeat Orders and Unsolicited Testimonials received. With every Carpet we shall absolutely give away a very handsome Rug to match. Gigantic Illustrated Bargain Catalogue of Carpets, Hearthrugs, Bedsteads, Bedding, Table Linens, Curtains, etc., post free, if mentioning "John Bull." 12510/24 when writing. (Established over Half a Century.)

F. HODGSON & SONS (Dept. J.B.), Woodsley Rd. City of Leeds.

GRAVES
BARGAIN BEDDING BALE



10/- NOW

World's Finest Value. 1 pr All-Wool Blankets: 1 pr White Fleecy Blankets; 1 pr Unbleached Twill Sheets; 2 White Pillow Cases; 1 White Bolster Case; 1 Alhambra Quilt; 1 Lovely Wadded Quilt. All double bed size. £4 : 10 : 0

Terms to approved orders:—10/- now, balance 10/- monthly. Catalogue Post Free.

J. G. GRAVES Ld. SHEFFIELD

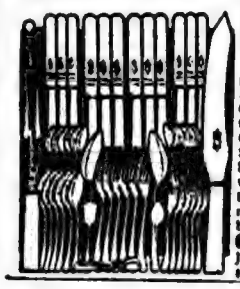
HIMROD'S
ASTHMA CURE

Gives quick relief from Asthma, Catarrh, Colds, etc.

1/6 a tin at all chemists.

The Graves 'Fifty' Service is Sheffield made and guaranteed finest quality.

GRAVES 'FIFTY'
50 PIECES, 50 SHILLINGS.



1 pr Double Shear Steel Carvers, Ivorette handles, 6 Stainless Steel Table Knives and 6 Stainless Steel Dessert Knives, Ivory grained handles, 2 Table Spns, 6 Dessert Spns, 6 Tea Spns, 6 Egg Spns, 6 Table Forks, 6 Dessert Forks, 1 Sugar Spn, 1 pr Sugar Tngs, 1 Jam Spn, 1 Mustard Spn, all warranted to wear white throughout. Terms: 5/- now, 5/- monthly. Money back if at all disappointed.

5/- NOW

Catalogue Post Free

J. G. Graves Ltd. Sheffield

YOU CAN HAVE THIS MAGNIFICENT "CAPTAIN" GRAMOPHONE Immediately.

LIST FREE

A machine unequalled for richness of tone and finish with all the latest improvements. A wonderful opportunity to obtain the highest value for a ridiculously small deposit. This is an unparalleled offer direct from my factory, and the very easy payment terms I arrange afford everyone a great opportunity for constant musical enjoyment. Secure your machine now for the Winter and Xmas. Send for my Free List. The Man—The Mill—The Machine"—splendidly illustrated, showing charming range of models. Write now

5/- DOWN

LIST FREE

H. FITZPATRICK
52G. Captain Works, BURNLEY.

HAIR GROWING DISCOVERY

Those who are bald or troubled with falling hair will be interested in Mr. Jack Evans' experience as related in the following letter:

"The small photo, taken from a football group, will show you how bald I was six months ago. The other photograph proves the wonderful growth of hair which has come through using three boxes of Kotalko.

"I had gradually been losing my hair for a long time, until at last I became almost completely bald, with hardly a hair on my head. My hair previous to the baldness was very straight and thin, whereas to-day it is a mass of wonderful curls.

"I can strongly recommend Kotalko to those who are bald, losing hair, or troubled with dandruff.

"Yours faithfully,
"(Signed) JACK EVANS."

Many persons—both men and women—who were completely bald have grown a full crop of beautiful hair by using Kotalko. This contains genuine bear fat, the juice of the rare pilocarpus plant and other potent ingredients from the Three Kingdoms of Nature. Marvellous and speedy growth of hair has been reported even when falling hair, dandruff and baldness have existed for years.

TEST-BOX COUPON

Fill in name and address and post with threepence in stamps to JOHN HART BRITTAIN, Ltd., 2, Percy Street (53FE), London, W.1.

NAME .....

ADDRESS .....

.....

JUNO

FROM 2/6 WEEKLY — FROM 1/3 WEEKLY

'JUNIOR' from CASH 52/6

CYCLES from CASH £4 15 0

WHICHEVER YOU SEEK FROM 1/3 A WEEK.

WE offer amazing value and will send you a magnificent JUNO Cycle, Baby Car, Gramophone or Child's Cycle on approval, packed free, and carriage paid. We supply you direct, cutting out middlemen's profits and saving you money.

BRITISH MADE. GUARANTEED BY OUR 46 YEARS' REPUTATION

Money refunded if dissatisfied.

FREE Beautifully coloured folders. Please state when writing whether you require the Cycle, Baby Car, Gramophone or Child's Cycle Lists.

The JUNO COMPANY
(Dept. D),
168 & 248, BISHOPSGATE, LONDON, E.C.2.

From CASH 55/-

FROM 1/6 WEEKLY

LISTS FREE WRITE NOW!

2/6 WEEKLY

CASH £5 15 0

METROPOLITAN MACHINISTS CO LTD

"STUCK LIKE A STAMP!"

Very thin and light Rubber Soles. Securely attached with PHILLIPS SOLUTION ONLY.

Insist on PHILLIPS. Refuse all substitutes.

Ladies' 2/6, Men's 3/6 pr. with *PHILLIPS SOLUTION.*

Phillips 'STICK-A-SOLES'

IF YOU LACK THIS ONE THING

Many of your friends have lost it—many others are losing it—and if you lack this one thing. . . . But it's no use dwelling on the unpleasantness of being overweight. Every woman hates it. Every woman fears it. Yet, it is so unnecessary! Slenderness can be acquired easily and pleasantly. For many years Marmola Prescription Tablets have brought the health and vigour of a slender figure to thousands of men and women. No diets, no exercises—just Marmola Prescription Tablets. Try them.

Marmola Prescription Tablets are sold by chemists everywhere at 3/- per packet, or you can secure them direct from the Marmola Co. (Dept. J.B.2), 86, Clerkenwell Rd., London, E.C.1.

HAVE YOU "TAKEN A RISK"?

Even if no symptoms appear and a risk of venereal infection has been taken, go at once to a doctor or attend at one of the Free Treatment Centres for advice.

There **may** be nothing the matter, but if there is, the earlier the treatment is begun, the quicker and surer is the cure.

Advice and treatment may be had both free of charge and under conditions of secrecy.

False shame is sheer folly. The real shame is to remain uncured, and thus to risk passing on the disease to an innocent person.

Full information, free (in plain cover) can be obtained from the Hon. Medical Secretary, N.C.C.V.D., 102P, Dean Street, Oxford Street, London, W.1, and his advice will be available at this address on Mondays, Wednesdays and Fridays from 12.30 to 2 p.m., and on Tuesdays and Thursdays from 5 to 7 p.m. No examination or treatment is undertaken at these offices.

Five useful booklets for Parents, 1/4 the set, post free.

Six useful booklets for Girls, 1/5 the set, post free.

Seven useful booklets for Young Men, 1/6 the set, post free.

BIG PRICES PAID For OLD FALSE TEETH

Bring the teeth to my address and cash will be paid to you over the counter or fill in coupon, and I will send you

FREE an Addressed Box for sending teeth,

To Mr. B. LEWIS (Desk 20),
24, Warwick St., off Regent St., London, W. 1.

Sir,—Please send to me an addressed box for sending Old Artificial Teeth that I have for disposal, on the clear understanding that you will return the teeth to me, post paid, if I do not consider your cash offer satisfactory.

NAME .....

ADDRESS .....

.....

Postage ½d., if sent in open envelope.

Motoring for the Million

Lesson of the Show

by MOTOMAC

GENERAL Elections may interfere with trade; everybody says so. It must be true. The motor trade is an exception. It makes its own laws.

The politicians should have been compelled to come to the Show. Here was evidence of progress, of merit, of cheapness, of abundancy, enough to make them blush for shame.

Morris, of Oxford, should take charge of the housing problem. He would set about production in a different way than Wheatley, of Glasgow. Politics are in the air, and it is difficult to keep them out of the article, but I really could not help wondering how a State would have dealt with the motor-car business.

The ramifications of the industry are amazing; it is worth wandering round the gallery to envisage them. Thank goodness, private capital does not wait for control, but plunges out wherever there is an indication that service will be rewarded.

The brains of the motor business have won out against overwhelming difficulty, and the open road is made more accessible to us all.

THE two-seater new Carden at £90, or the chummy family model at £110, encourage motoring at basic cost.

Cars under £200, and cars that have been tried and tested, heaps of them—the Morris, the Ariel, the Singer, the Rover, the Austin, the Clyno, and others, a range of British products which no other country can equal. In the same category come the Citroen and the Salmson.

If you want a comfort saloon for any occasion, the Morris Weyman at £280 will take some beating. Other low-priced saloons worth looking at are the Singer, the Lea Francis, the Lagonda.

A new four seater four cylinder from the West Car Factory, the Heron, at £185, with engine centrally placed, three-speed gear box and chain drive, looks like something for us. We will examine and report at some future date.

Another newcomer that appealed to me was the Cierano. With a right pedigree and from a good stable, although Continental, we will hear more of this also.

The Willys Overland stand, with all its models in cream and black, was a most effective and attractive show. It seemed to be getting results, too. The new 14 Rover attracted the attention of the experts. The spirit of the Motor Show is really fine, no jealousy, nothing but congratulations, even from competitors, for the designer who can show us something new and good.

The latest thing amongst accessories was a pair of eye shields called "Swozzles," a simple device which could only be tried for the moment in a restricted darkened room. If they act outside as effectively as inside, our dazzle troubles are nearly over.

For particulars of new cars and accessories fill in details and address to "Motoman," "John Bull," 93, Long Acre, W.C.2.

NAME .....

ADDRESS .....

.....

Information desired.....

THE BRITISH CHARITIES ASSOCIATION
(President: The Viscount Knutsford.)

TEN Lucky Half-crowns will win £1,000 each

Ten chances are better than one, and it's ten chances of winning a thousand pounds you get when you buy a 2/6 ticket in the

BRITISH EMPIRE BALLOT

to HELP the HOSPITALS

There are ten first prizes of £1,000 each, so that you have only to get within ten places of the top of the list to net £1,000 in hard cash for your half-crown. There will also be several hundred other prizes, so that this simple voting competition is well worth entering. Just send along your P.O. for 2/6 to-day and by return of post you will receive your ticket.

TEN 1st Prizes of £1,000 each and several hundred other prizes.

The Prize Money is in the Bank NOW—all ready to be paid out.

The whole of this money MUST be won, so why shouldn't you have a share of it? Enter to-day.

TICKETS 2/6

5 for 10/-

Post this Coupon and Win a Big Cash Prize

To THE BRITISH CHARITIES ASSOCIATION,
Kingsway House, Kingsway, London, W.C.2

I enclose £.....s.....d. and stamped addressed envelope Please send me Ballot Ticket(s).

Name .....

Address .....

.....

Postal Orders and Cheques should be made payable to the British Charities Association and crossed "& Co."

2/- a DAY PLAY while you pay

Send for catalogue NOW.

Here is a great chance to get a guaranteed All-British gramophone and records of fine tone on terms so easy that you will hardly know you are paying for it at all.

Free Art Catalogue sent on application.

14 DAYS' FREE APPROVAL.

You can at once have any model of the famous (fully guaranteed) **SELBY** gramophones in your own home. Packed Free. Carriage Paid. You play it for 14 days. If you don't like it—send it back to us and the incident is closed. If you want to keep it—you merely pay us the moderate price in monthly instalments of 4/6 (less than 2d. per day!). Write for Art Catalogue and full particulars of these superb machines and records and the easy terms.

The Selby Manufacturing Co., Ltd.
(Dept. 15),
21a, Finsbury St., London, E.C.2

Free
TO THE
Deaf

WE will present a pair of "Articaids," free, to all applications received within fourteen days from date of this paper. Absolutely no charge and no obligation.

Articaids for the Deaf.

Invisible Appliance for the Deaf. No batteries, fits right inside ear. Small, light, washable. Simply write your name and address and enclose this advertisement with six stamps to—D. & J. HILL, Ltd., 532, Danjhill House, 267 Gray's Inn Road, London, W.C.1.

2/6 Weekly

is all you pay for our No. 466A Mead "Marvel"—the finest cycle ever offered on such exceptionally easy terms. Brilliantly plated, richly enamelled, lined in colours. Sent packed free carriage paid on 15 DAYS' FREE TRIAL. Fully warranted. Money refunded if dissatisfied. Big bargains in factory soiled mounts. Tyres and accessories 33-1/3% below shop prices. Write TO-DAY for testimonials and Illus. art catalogue.

CASH PRICE £5 5s

Mead
Cycle Company (Inc.),
(Dept. B687), Birmingham.

Test the Best

AT OUR EXPENSE
IN YOUR OWN HOME
28 DAYS' TRIAL **FREE**
100 Candle Power

Pifco Lamps
IN VARIOUS STYLES.
SAFE & SIMPLE.

UNIQUE OFFER
Don't Delay!
A POST CARD will do.
Send yours TO-DAY.
LIBERAL AGENCY TERMS

PIFCO LIMITED
94, HIGH STREET
MANCHESTER

John Bull's Letter Bag

THE Editor may be flippant on this page, but his humour is kindly and never malicious, and he wants you to see it in this light. He likes to end up the week's work on a bright note and take his leave with a smile. Serious questions are handled by the expert staff of our Free Advice Service. See page 25.

P. S. (Southend).—"Why do people want divorces?" Mainly, because they're married.

K. G. (London, W.).—"I saw a lot of shooting stars the other night." Has the Stage War come to this?

B. O. C. (Bulham).—"Acting is hard work." Then probably that's why actors put in so much time resting.

D. E. S. (Lincoln).—"The ideal marriage is between twin souls." Then the eternal triangle must be triplets!

F. Y. (Fittleworth).—"I was one of twenty anglers, and we didn't get a bite all day." Perhaps you all had bottled lunch.

D. R. J. (Lincoln).—"What happens to the rough diamond when he attempts to enter society?" Very possibly he gets cut.

M. J. (Maida Vale).—"My boy is as sharp as a needle." Still don't forget that although a needle has an eye it has no head.

B. H. (Southend).—"What we want here is an entirely new esplanade." Want your town to keep its front up, don't you?

N. D. (Mayfair).—"A woman's chief aim is to keep her hair and figure in fashion." Than all she has to do is to dye it and diet.

M. I. B. (Dulwich).—"Many a successful marriage has been arranged on the river." Just shows you what canoe-dallying leads to.

G. J. D. (Haversham).—"It won't be long now before films are broadcasted." Then, perhaps, couples will be content to hold hands at home.

G. Y. O. (Hampstead).—"Why can't the delivery of telegrams be speeded up?" The first step is to abolish dog fights and road repairers.

B. P. (St. Annes).—"What's bred in the blood, comes out in the blood, generation after generation." Sounds rather like vein repetition to us.

H. J. (Wardour Street).—"Topical films in natural colours are expected shortly." Pictures of golfers playing in a blue haze should be very pretty.

H. K. (Bermondsey).—"When a man proposes he should go down on his knees in the old-fashioned way." It's good practice for later on when he has to scrub the floors.

P. I. R. (W.1).—"Many a woman has been damned socially because of the style of her dress." And many a husband has been dittoed financially because of the price of it.

J. D. (London, E.C.).—"I tell you, my wife doesn't miss much." Are you away often?

S. T. (Ely).—"A film star can be written down a real worker." Most film stars are written up.

E. S. (Leicester).—"I'm called Ernest after a rich uncle." That shows the importance of being earnest.

C. C. (Eaton).—"Any excuse is good enough for a bit of music." It certainly covers a multitude of dins.

A. A. (Holt).—"I'm nearly bald." What a time you must have deciding between a haircut and a polish.

L. N. (Colchester).—"My wife threw my best suit out of the window." Hope you weren't inside it at the time?

F. H. (Finsbury Park).—"When the waitress brought the tea it was quite cold." Then your complaint is one of long-standing.

C. P. (Manchester).—"I sometimes wish I were dead." Are we to take it that she refused you, or that you married her?

L. W. (Grimsby).—"I suppose it's true that you can reach West by going East?" Sure, that's how taxi drivers make a living.

A. C. (Blythe).—"I always get what I expect—nothing." Then why not start expecting something? It may improve your prospects.

T. O. B. (Kensington).—"Thousands of immigrants come to London every week." My word! No wonder the trains from Scotland are so packed.

C. T. (Sheffield).—"In spite of their price women simply must have new dresses occasionally." Certainly. The modern dress is a bare necessity.

A. B. A. (Weston).—"Keep your eyes raised, and you'll reach the mountains." We agree—but it's just as well to drop your eyes occasionally to see no one has stretched a string across the road.

P. T. (Brixton).—"Most of our theatres should be altered to make the stages larger." After witnessing several revues we are of the opinion that the dressing-rooms can best be spared to provide the additional space.

T. J. (Frinton).—"I expect this letter will make you laugh." Perhaps it will. But it hasn't yet.

J. K. (Barking).—"What am I to do? I can *never* keep my resolutions." Quite simple. Make bad ones.

N. R. T. (Bodmin).—"They say that smiling keeps us young, yet a smile always produces a wrinkle." Ah, but it's a wrinkle with a twinkle!

L. B. (Kensington).—"Archæologists are still unable definitely to say when and where civilisation started." Why not let bygones be bygones?

L. C. (Sutton).—"The people who matter most in education are the teachers." But surely the designers of cigarette cards come first?

T. N. (Rochester).—"In Russia the fee for a divorce is 7s. 6d." This is the first real move that Russia has made to challenge American supremacy.

F. T. (Uxbridge).—"I'm sure I should get on better if I could read the future." We believe you would get on better still if you could blot out the past.

J. E. D. (Littlehampton).—"My wife and I shiver and chatter all the winter in this climate." We suppose you do the shivering and she the chattering.

P. C. L. (Liverpool).—"Guy Fawkes' Day always makes me angry." Why? Did someone ask you what sort of a mask you were wearing when you weren't?

C. Q. (Newmarket).—"It must be wonderful to be like Galli-Curci, and to be able to sing for money!" Yes, indeed! Most of us have to whistle for it.

P. S. (Shoreditch).—"I say this, I know what I am talking about, and I could enlighten the public if I cared to divulge what I know." You seem to be suffering from I-strain.

F. F. (Bray).—"Why is it that so many rich people seem to have no courtesy?" Perhaps it's because courtesy costs nothing, and they only like to display things with a big price ticket.

J. T. (Bury).—"She always has a smile for me." She's probably too polite to laugh.

S. R. (Widnes).—"I'm *not* going to Wembley." No wonder the thing's closing.

LETTERS requiring a postal reply must be accompanied by a stamped addressed envelope. Documents should bear sufficient postage for return. Anonymous correspondents ignored. Names and addresses of writers are essential as a guarantee of good faith.

T. L. (Harrow).—"Manchester is not a bit like London." It has been this summer.

J. T. (Swanage).—"Poets are born—and not made." Yes; Nature can be very cruel.

S. T. (King's Cross).—"I will send you a good joke next week." Why not call yourself?

P. T. (Kingston).—"Mother is a man's best friend in the race of life." Right from the first lap.

G. T. (Canterbury).—"Life is sweet but the sands of time run fast." Ha, Watson! A poetical grocer.

G. B. (Caterham).—"I have managed to get my house enlarged." How? Put up thinner wallpaper?

J. C. D. (Lewisham).—"What makes houses so dear to build?" Muddle, meddle and middlemen.

P. C. H. (St. Albans).—"I am beginning to think I must have a double in this town." Soda or water?

G. A. (Liverpool).—"I mean to 'wing' a *Bullets* Turkey again this year." Well, if you're shooting this week, don't blame us if you bring down a £1,000.

L. Y. (Tooting).—"She asked me for a photograph of myself." Perhaps there's a crack on her wall she wants to hide.

S. L. T. (Ramsgate).—"Our postal service should be modelled on American lines." Then it would be the Gee! P. O.

G. T. (London, S.W.).—"I grow different kinds of vegetables in my roof garden." We have only a leak or two in ours.

G. C. (Faversham).—"I have knocked about the world." You leave it alone. Other people have got to live in it besides yourself.

P. L. P. (Durham).—"The man who brags about his money is foolish." He is. Especially if he does it on an income-tax form.

L. P. L. (Royston).—"What can you do with a woman who puts her tongue out at you?" Seize your chance of getting a word in.

E. W. (Hardwick).—"I'm honest because it's a matter of policy with me." If you're not, it will be matter of police with you.

D. A. F. (King's Lynn).—"He hates music and poetry and has no regard for the feelings of others." Just the chap who should make a successful songwriter.

J. T. (Henley).—"There is no satisfactory substitute for the spoken word." Placing the thumb on the nose and spreading out the fingers is merely vulgar.

L. Y. (Mallow).—"Who is responsible for the fashionable slim figure?" We suspect the Underground authorities. It means more passengers per carriage.

J. S. (Bond Street).—"On and off, I have worked as a mannequin for the last foury ears." The fashions suggest more off than on.

L. J. B. (S.W.3).—"The more I go into politics the more serious it becomes." Then obviously you'll help most by keeping out of them altogether.

R. W. (Thunderaley).—"How can these food rings be smashed?" By housewives combining and exerting the force of the wedding-ring.

(Many replies unavoidably held over.)

Straight from the Shoulder

MRS. PRICE WHITE:—The working classes do not want houses with Queen Anne fronts and Mary Ann backs.

The next Minister of Health should frame that, and hang it over his desk.

* * *

MR. BALDWIN:—Teapots have played a great part in history.

So have tariffs, and tosh—particularly the latter.

* * *

WINSTON CHURCHILL:—The Socialist Government cannot resist the fascination of Moscow.

Don't talk rubbish. Think for a change, and recall the anti-Communist vote at the Queen's Hall.

* * *

SIGNOR MUSSOLINI:—I am not a tyrant, and I am not led away by impossible ambitions.

As a matter of fact you're both—and a stranger to truth into the bargain.

GODFREY CHEESMAN:—Our country has been bled white by the Excess Profits Duty.

Nonsense: the bleeding is done by the interest on the National Debt—£1,000,000 a day.

* * *

REV. HOWARD BADGER:—We ought to see a European crusade marching to rescue Russia from the Bolshevists.

We did—engineered by Winston Churchill. And it cost the taxpayer £100,000,000.

* * *

PHILIP SNOWDEN: Unlike Mr. Lloyd George we did not make the unemployment problem.

But like Mr. Lloyd George you failed to solve it.

* * *

LORD CARSON: I am out of politics.

Then we have a real chance of settling the Irish problem at last.

GUARANTEED MADE BY THE KODAK COMPANY

A Camera FREE!

It seems almost incredible—but it's true. You just smoke Black Cat cigarettes and you'll keep on, as they are so good—all the time you collect valuable free coupons. 200 only are needed to get this splendid camera. *Save your blue Coupons, however dated, and obtain this Camera, or any of the other handsome Gifts.*

There is a camera waiting for you. Fill in coupon below, it's worth five coupons to you, FREE. Start collecting to-day.

Only one of these signed coupons will be accepted with each application.

Black Cat

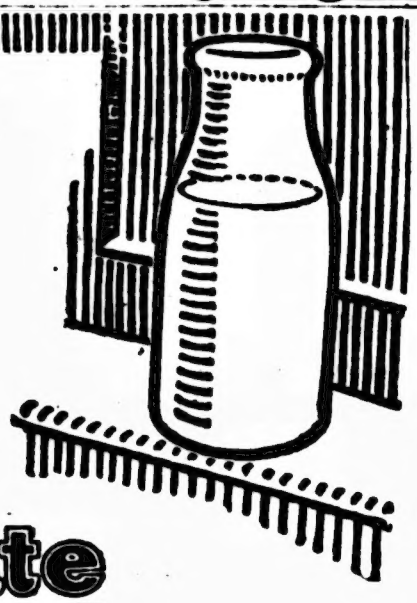
VIRGINIA CIGARETTES

10 for 6D

JB

FILL IN THIS COUPON TO-DAY.
To: THE BLACK CAT CIGARETTE Co., Dept. 8, Gifts Department, 81, City Road, London, E.C.1.
Please send me Free Gift Booklet and Five Free Coupons.
Name.....
Address.....

Is your Baby's Food left on the Doorstep?



Purity is the first essential of baby's food. His delicate system has not the power to resist the disease-germs careless handling may introduce. Give Baby only COW & GATE MILK FOOD. Packed in airtight tins, you are always sure it is pure.

Cow & Gate Milk Food

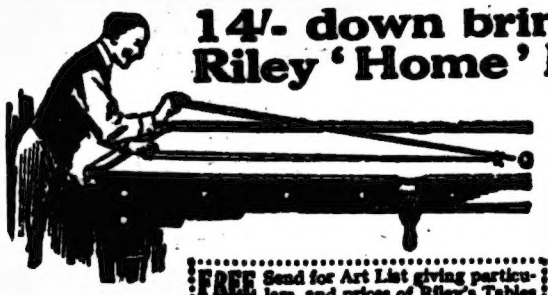
COW & GATE MILK FOOD is made of the best milk of healthy West Country herds, and offers complete nourishment free from every harmful element.

Of all Chemists, 1/6, 2/9, 7/9 per tin.

Have you seen the COW & GATE Patent Stoppered Feeder?
Entirely different from anything else; you simply turn a glass stopper to regulate the flow of baby's Food. Has many other features. Hygienic, simple, nothing to get out of order, leakage impossible.
Ask your Chemist to show you one. 2/- Complete in Carton.

(Dept. A.11), Cow & Gate House, Guildford, Surrey. JB

14/- down brings you a Riley 'Home' Billiard Table



on 7 days' free trial

For a first payment of 14/- you will receive, carriage paid, in free packing case, the splendid 6 ft. Riley 'Home' Billiard Table (Cash Price £11 : 15 : 0), that rests comfortably on most dining tables and gives a perfect game. The balance you pay in monthly instalments whilst you use the table. There are various sizes, including one most convenient for your home.

5 ft. 4 in. x 2 ft. 4 in.	£7	0	0
6 ft. 4 in. x 2 ft. 10 in.	£9	0	0
8 ft. 4 in. x 3 ft. 4 in.	£11	15	0
7 ft. 4 in. x 3 ft. 10 in.	£16	0	0
8 ft. 4 in. x 4 ft. 4 in.	£21	10	0

or in 18 monthly payments of 8/6, 11/-, 14/-, 18/-, 26/-

FREE Send for Art List giving particulars and prices of Riley's Tables

Riley's "Combine" Billiard and Dining Tables are beautiful pieces of furniture and perfect billiard tables. Can be adjusted in five seconds. Prices range from £22 : 10 : 0, or can be had for 13 or 20 monthly payments. Riley's are the largest makers of Full-Size Billiard Tables in Great Britain. Write for particulars. Estimates given free for repairs and accessories.

Riley's 'Imperial' Full-Size Billiard Table.

E. J. RILEY, LTD., Duke Works, ACCRINGTON

London Showrooms: (Dept. 36), 147, Aldersgate St., E.C.1 OZ

100,000 Aladdin Lamps *offered on 10 DAYS' FREE TRIAL*

Simply and solely to let you see for yourself what a wonderful light the Aladdin really is, we make this generous offer. We will send you, free of all cost, an Aladdin Incandescent Paraffin Lamp (Cottage Model) for 10 days' free trial. You may test it in any way you like. If you are not completely satisfied after 10 days' use that the Aladdin Incandescent Paraffin Lamp is far and away the best light in every way that you have seen, you can send it back to us. You take absolutely no risk of any kind.

NEW INCANDESCENT PARAFFIN LIGHT

The Aladdin gives a beautiful incandescent light—the highest candle-power of any non-pressure lamp in the world—yet it consumes a mixture of 94 per cent. air and 6 per cent. common paraffin, costing less than ½d. an hour to burn. It lights as easily as a candle, and requires no pumping up. The Aladdin has no dangerous pressure feeds and is absolutely safe under all conditions. . . . It cannot explode. It burns without a trace of noise, smoke or smell. All these splendid features can only be obtained in an Aladdin, but beware of imitations. Look for the name Aladdin on every lamp.

Aladdin

INCANDESCENT PARAFFIN LAMPS,
Aladdin Industries Ltd., 424, Aladdin House, 118, Southwark Street, London, S.E. 1.

New Lamps for Old

Ten to one you have somewhere in your home an old and useless lamp that you would gladly be rid of. Now's your chance to turn it into money! For that old lamp—and we don't mind how old, how useless it is—we will give you five shillings when you buy an Aladdin Incandescent Paraffin Lamp. A postcard will bring you full particulars of this offer

DISTRIBUTORS WANTED

to demonstrate the Aladdin in territory where oil lamps are used. Write quickly for territory and samples.

GET YOURS FREE.

We want one user in each district to whom inquiries can be referred. In this way you may get your own without cost. Be the fortunate one to write first for 10 Days' Free Trial and learn how to get one free.

A WONDERFUL WEEK for COMPETITORS

£26,000 Waiting to be Won.

INCLUDING

"Bullets" First £1,000!!

Over £26,000!! This is the amazing sum which is offered this week by the daily and weekly Press in competitions of various sorts! The total includes:

£18,500 for Election Forecasts.
£5,000 for Football Forecasts.
£3,000 for Literary Contests.

In addition, the following Pension Prizes are offered by the popular weeklies for solving picture puzzles:—

"Answers" £10 a week for life.
"Pearson's," £7 a week for life.
"Ideas," £5 a week for life.
"Tit-Bits," £10 a week for five years.

The **ONLY** paper which assists you to win these prizes is the

COMPETITORS' JOURNAL

EVERY WEEK. OF ALL NEWSAGENTS AND BOOKSTALLS. PRICE 2D.

It is the Competitors' Guide, Philosopher and Friend, a veritable treasure which no competitor can afford to be without. This week, for instance, ELECTION FORECASTS are dealt with by an ex M.P., and FOOTBALL FORECASTS by the "C.J." expert. PICTURE SOLUTIONS by our own specialist. With special articles of paramount importance to all who go in for "Bullets," "Foursomes," "Trumps" and "Winners."

FREE ORDER A COPY TO-DAY WITHOUT DELAY, or send us your name and address on a postcard and a copy of the current issue will be sent you free and post paid.

COMPETITORS' JOURNAL

(Dept. "D") 114, FLEET ST. LONDON, E.C.4

WOMEN WHO SUFFER.

What Anæmia is Responsible For.

Science shows that nine-tenths of the ills that afflict the fair sex are due to poor blood. This anæmia causes the low spirits, languidness, the breathlessness and the aching backs that make life a burden for so many women. But you suffering women could banish all the miseries of anæmia by taking Dr. Williams' pink pills, for these pills create new, rich blood.

Miss M. Clancy, of 22 Walnut Street, Hulme, Manchester, says: "I was continually fainting at my work; it distressed me terribly to go upstairs. I completely lost my appetite and grew very weak. I often went dizzy, and had terrible headaches.

"I suffered like this for years, until a friend recommended Dr. Williams' pink pills. I had not taken many of the pills before my appetite picked up, and I felt more energetic. I continued with the pills, and soon had a healthy colour. Now I feel perfectly well; no headaches, no fainting fits, no feelings of weariness and lassitude."

All chemists sell Dr. Williams' pink pills, 3s. 0d. per box.

FREE.—"Nature's Warnings"—a booklet every woman should read—will be sent free to all who write to F.B. Dept. 36, Fitzroy Square, London, W.1.

Asthma

Bronchitis, Catarrh and Whooping Cough are relieved at once by Potter's Asthma Cure. Makes your days comfortable and nights restful. Supplied by all medicine vendors, 1/3. Post free 1/9, from Potter & Clarke, Ltd., 60, Artillery Lane, London, E.1.

Instant relief

A Supper in the Gutter

How a Storm sent Food to a Starving Man

LONG after the hour when most mortals are comfortably abed and asleep, a policeman stood sheltering in a doorway in a fashionable square in Belgravia.

One of the violent thunderstorms that have recently swept over London was raging furiously.

Through the crystal-beaded curtain of raindrops, shimmering in the bluish light which heralded each thunderclap, the constable caught a glimpse of something white being carried along on the swirling stream which filled the gutter.

It was a hunch of bread, discarded by some workman who had eaten his fill of a frugal meal and thrown it aside to feed any hungry dog that might chance to find it.

Yet it was destined to be eaten. As the policeman watched it float past, a man dashed across the pavement from under a porch a few doors away and snatched this rain-sodden sop out of the gutter. Squeezing it between his hands to get rid of the water, he crammed it into his mouth and swallowed it ravenously.

This is a true story. It was through the agency of the policeman, who provided him with food and shelter on that wild night, that the starving man was given assistance from "The Greatest of These—" Fund.

His history is pathetic in the extreme. He was formerly employed as a machine minder in a large factory. There came a time when a reduction of the staff was inevitable, and as a single man with a moderate sum in savings to fall back upon, he stood aside so that an ex-Service man with a wife and family dependent upon him should not be thrown out of work.

He thought it would be easy to get another job himself, but his hopes were not realised. He was considered too old at fifty-five, and at last, his savings exhausted, he found himself homeless and so hungry that he eagerly ate the sop he snatched from the gutter.

He has good references, and would work willingly as a caretaker or handy man in a business establishment or in a private house. Can any of our readers find him a job?

Your subscriptions to the Fund to enable us to assist many such cases as this are urgently needed. Send us something to-day.

"The Greatest of These—"

Registered under the War Charities Act as the JOHN BULL *War Sufferers' Fund. All cheques should be made payable to the Fund, and to visions addressed to the Hon. Secretary, at 93, Long Acre, London, W.C.2. Every penny sent is subscribed to "The Greatest of These—" Fund goes to give help to the needy. All the expenses of administration are borne by* JOHN BULL.

ACKNOWLEDGMENTS.

Wednesday 9th, 1s.; "McIton Mowbray," 2s.; J. E. P. F., 9d.; C. H. Sheffield, 1s. 6d.; Grateful Bullite, 7d.; A. E. W. 6d.; T. Baynes, 6d.; "Nearly Killed," 2s. 6d.; "Mother and Daughter," 3s. 6d.; "Happy's 9th," 7d. 2s.; Maesteg, 2s. 6d.; Tiuyn, 3d.; Edert, 6d.; A. H., 6d.; In Hopes, 1s. 6d.; Key Stone, 1s. 3d.; E. Murray, 6d.; Lactrice, 9d.; N. Holwell, 1s.; F. C. Hart, 1s.; S. King, 6d.; A. Kember, 5s.; Potterziet, 3d.; Silver Badge, 4s.; A. R. F., 3s. 6d.; Belated 9th, 1s.; An Old Collier, 2s. 6d.; D. Newcomen, 1s. 7d.; W. G. 6d.; D. Cronin, 6d.; Mrs. R. Bushnell, 1s.; Hillfoot's Mite, 1s.; "Yank," 10s.; T. D. Dowling, 2s. 6d.; Anon. (India), 1s.; J. Webster, 6d.; Blair Larkhall, 6d.; A. W., M. Gorton, 6d.; Markhing, 1s.; T. B. W., 1s.; Ex-Serviceman, 4d.; B. Ward, 9½d.; C.-on-M.79, 3d.; Poult's Weekly Ninth, 3s. 6d.; A Ninth, G. G., 1s. 3d.

"Mary Ellen," parcel and 2s. 6d.; — Miller, two parcels; Mrs John Boyd, 6d.; Anon., 6d.; Anon., 2s. 6d.; Rotherham, 5s.; Poor But Happy, 9d.; Plymouth, 9d.; "Muriel's Ninth," 1s. 4½d.; H. Tarbuck, 3s.; H. B., 6d.; Blackburn, 7½d.; 2nd 9th, X. Y. Z., 3s. 6d.; J. B., 2s.; Better Times, 9d.; J. S., 9d.; Three Nines, 2s. 3d.; "Leonard," 2s. 6d.; "Rocks," 7d.; E. Purkiss, 1s. 1d.; Miner's Wife, 9½d.; Every Little Helps," 2s. 6d.; Gambling Willie, 1s. 8d.; Sue and Will, 2s.; Castleton, 1s. 6d.; "Peggy," 2s. 7d.; M. T. P., 4d.; Philomath, 1s.; Inasmuch, 1s. 2d.; F. M. F., 8d.; B. P., 1s.; Lucky, 2s. 6d.; "Lover of Wisdom," £1 8s.; Kate, 1s.; "Sea-Bee," 2s. 3d.; "Sparks," 6d.; Hopeful, Yeovil, 2s. 6d.; XX 3rd 9th, 2s.; Cardiff, 8d.; A. Bulletor, 1s.; S. C., 6d.; Happy Go Lucky, 4½d.; B. Evans, 9d.; Yorkshire Bob, 2s.; W. Cassell, 1s.; E. B. F. P. B., 1s. 3d.; S. R. M., 1s. 3d.; Phelo, 1s.; S. J. R., 11d.; "Uncle," 1s.; "Lounging Eve," 6d.; With Compliments, 2s. 6d.; For Luck, 6d.; Tre-De-Gar, 1s.; Nellie, 6d.; Clinker, 1s. 6d.; "Humbly Grateful," 12s.; Leeds, 6d.; Nottingham, 6½d.; Shirts, 3s.; Sweet Nineteen, 4d. Wellwisher, 1s.; "2316," 1s.; E. Humphrey, 3s. 4d.; E. F. P., 2s.; A. T., 1s.; Sandy, 3d.; Desperation, 10½d.; Acomb, 2s. 2d.; Sympathiser, 6d.; D. M. B., 1s. 8d.; Mrs. Ayres, 1s.; Poor Mary, 1s. 2d.; G. P., 10d.; H. G., 1s.; E. Budden, 1s. 6½d.; R. Rawling, 1s.; Mary Thomson, 3s.; Widow, 9d.; "Empty," 10d.; Fed-up, 1s. 6d.; Benia, 1s. 6d.; W. L. G., 2s.; Unlucky, 2½d.; Ferrily, 1s. 8d.; T. Z., 1s. 1d.; Servo Pacto, 1s. 3d.; Marvex, 1s.; Tobacco Bill, 1s.; E. Wilson, 2s. 6d.; M. Cargill, 1s.; W. Kane, 6d.; R. O'Callighan, 6d.; Anon., 6d.; L. C. M., 2s. 8d.; 9th goal, 1s.; C. B., 7d.; Good Luck, 7d.; Hope, 2s. 3d.; Mrs. Andrews, 1s.; Dad, 1s.; W. H. Lewis, 1s.; A. Steele, 7d.; Tar-John, 1s.; F. J. R., 4s. 3d.; P. N. G. G. W., 7d.; Anon., 1s.; Preston, 4½d.; La Valentine, 3s.; C. Boardman, 1s.; Pigman, 2s. 6d.; First Two Ninths, 1s. 6d.; Rhinelander, 1s.; C. L. G., 4½d.; "Rock," 1s. 2½d.; D. L., 1s. 6½d.; Lover of Children, 2s. 6d.; "108," 2s. 2d.; W. J. K., 10½d.; J. Fowler, 9d.; "A1," 8d.; Honora, 1s. 6d.; Red Stock, 6d.; W. H. Swann, 2s. 6d.; "Mitey," 3d.; M. L. R., 6d.; H. H., Pearson, 1s. 3d.; St. Q. Wxm., 50 francs; My III. IXth, 10d.; M. R., 1s.; Terrington Marsh, 1s. 3d.; E. V., 1s. 6d.; "Mistako," 1s.; J. H. S., 2s.; "Wellwisher, Llanelly," 2s.; A. E. R., 1s. 3d.; Muriel and Evelyn, 1s.; M. E. F., 6d.; M. C., 1s. 7½d.; H. C., 1s.; J. S., 1s.; Mrs. Payne, 1s.; Cup Winner's 9th, 2s. 3d.; Rugeley, 6d.; Luckless, 2s.; M. Hamilton, 5s.; Roman Catholic, £5; "Judie," 1s.; R. E. Moore, 7½d.; A. Shaw, 1s.; H. West, 6d.; A. J. S., 6d.; W. Firthe, 1s.; Susan, 6d.; L. G., 5s.; J. Wood, 1s.; J. Fraser, 1s.; Bele Luck, 6d.; N. H. Dannatt, 1s.; D. E., 1s.; "Inasmuch," 1s. 6d.; Poluska, 1s. 4d.; "Mite," 2s. 3d.; F. L. Pollard, 8s.; A. E. S., 3s. 3d.

(Many acknowledgments unavoidably held over.)

Vote and Win £500!

How to Enter. Read these Rules Carefully.

All estimates must be written in ink and in figures (not words) and made on the coupons taken from last or this week's JOHN BULL. One **X** only must be made on each coupon.

The sum of £500 will be paid to the competitor or competitors sending the correct or most nearly correct forecast of the number of votes cast at the General Election. The counting of the votes in our competition is under the supervision of Lord Askwith the famous arbitrator in industrial disputes.

No vote of any individual will be disclosed, not even that of the winner.

No responsibility will be accepted by the Editor for the loss or non-delivery of any coupon. Proof of posting will not be accepted as proof of delivery or receipt.

No correspondence can be entered into.

Coupons received after the closing date will be disqualified.

Any coupon upon which an alteration has been made will be disqualified.

The Editor's decision must be accepted as final and legally binding.

My vote in the "JOHN BULL" Election is for:

The Rt. Hon. Stanley Baldwin, leader of the Conservative Party.

If you want to vote Conservative put a X here →

The Rt. Hon. J. Ramsay MacDonald leader of the Labour Party.

If you want to vote Labour, put a X here →

The Rt. Hon. H. H. Asquith leader of the Liberal Party.

If you want to vote Liberal put a X here →

One X only must be placed on each coupon, otherwise it will be disqualified.

For the guidance of competitors the total number of votes cast in the last Election was 14,564,035.

My estimate of the total number of votes polled in the General Election on October 29 is:

(WRITE IN FIGURES).....

Coupons must reach us not later than **Friday, October 24th.**

"I enter the "JOHN BULL" General Election Competition in accordance with the rules and conditions announced above, and agree to accept the Editor's decision as final and legally binding, and enter on that understanding.

SIGNED .....

ADDRESS .....
(in block letters).

All envelopes must be addressed to "General Election," Box No 49, "John Bull," Long Acre, London, W.C.2

"Bullets" £1 Prize-winners:

(Continued from page 35.)

R. L. Robinson, 102, South End Villas, Crook, Co. Durham; Mrs. E. Roby, 44, Albany Rd., Cardiff; Miss E. Rowe, 28, Widgery Rd., Exeter; Mrs. A. S. Rowe, 18, Charlotte Pl., Cadoxton, Barry; T. Rushworth, Beaumont St., Netherton, Huddersfield; G. E. Sewell, "Elm Tree," Old Brumby, Scunthorpe; Mrs. F. Sharp, Allsworth, Nr. Peterborough; Miss M. Sherwood, 46, Wentworth Rd., High Barnet; Mrs. M. A. Shepherd, Rossall School, Nr. Fleetwood; Mrs. W. M. Shilcock, 5, Park Head Road, Dudley; E. E. Spence, 317, High St., Sheerness; J. S. Spiers, 168, Albert Av., Hull; Mrs. M. Stait, 194A, Grey Mare Lane, Bradford, M/c.; C. C. Stretton, Coronation Square Lydd; R. Thake, Norman Cottage, Much Hadham, Herts.; G. Thomas, 126, Foundry Lane, Southampton; C. G. Thompson, 64, Commercial Rd., Byker, Newcastle; F. Todd, 30, Crossley St., Ripley, Derbys.; G. Townson 9, Head St., Carlisle; Mrs. M. Warden, 13, Chester St., Newcastle; F. Webster, c/o 16, Churchill Rd., Norwich; J. West, Runnymede Rd., Ponteland, Newcastle; H. G. Williams, 639, Washwood Heath Rd., Birmingham; J. Williams, 2, Heygate St., Walworth Rd., London, S.E.; R. A. Williams, 36, West Bowling Green St., Leith; Miss A. Williamson, 13, Mount Pleasant, Hazel Grove, Ches.; W. Woods, 88, Edgecumbe St., Hull; G. H. Wylie, 29, Old Road West, Gravesend; J. T. Wythe, 83, Inwood Rd., Hounslow; L. Yates, 60, Towngate, Newsome, Huddersfield.

"BULLETS" RULES.

1. The First Prize will be awarded for what, in the opinion of the judges in consultation with the Editor, is the best Bullet received, and the other prizes in order of merit, the test being cleverness, aptness, and originality.

2. Bullets must be plainly written on one of the coupons, and only two attempts may be written on each coupon.

3. All four coupons may be used, and a postal order enclosed at the rate of 6d. for each coupon made use of, which must be made payable to JOHN BULL, and crossed and Co. Competitors must write their names and addresses and the date of sending the order on the back of the postal order, the number of which must be duly noted on each coupon submitted. Coupons must not be mutilated.

4. All coupons arriving too late to be judged with absolute thoroughness will be duly returned.

5. The Editor undertakes that every Bullet received shall have careful consideration by a competent staff of qualified judges.

6. The Editor's decision on any matters of dispute arising in connection with this competiton must be accepted as final and legally binding in all respects and acceptance of this rule is an express condition of entry.

SPECIAL NEWSAGENTS' PRIZES.—Cheques for £10, £3 and £2 respectively will be paid to the Newsagents from whom the winners of the three chief "Bullets" Prizes in Competition No. 549 have purchased their copies of "John Bull."

List of 200 Five-shilling Prize-winners in "Bullets" Competition No. 537 will be published in next week's "Competitors' Journal." Complete list of Cash and other Prize-winners can be seen at the Offices of "John Bull."

RESULT OF "BULLETS" COMPETITION No. 537.

FIRST PRIZE OF £1,500:

Mr. F. A. GEORGE,
10, Quested Houses, Brett Road, Hackney, London, E.8.

Example:—WHAT THE PUBLIC WANTS
Bullet:—"BIRTH" OF GOVERNMENTS "CONTROLLED."

SECOND PRIZE OF £250:

Mrs. A. TAIT, 385 Carlibar Road, Barrhead, N.B.
Example:—A BABY
Bullet:—"KING" "BOLSHIES CAN'T ABOLISH."

THIRD PRIZE OF £100:

Mr. ROBERT CRAWFORD, 4, Nicholson Terrace, Londonderry.
Example:—SEA OF TROUBLES
Bullet:—ANTIDOTE, OCEANS OF WORK.

FOURTH PRIZE OF £50:

Mrs. SHOESMITH, 35, [illegible], Sidmouth.
Example:—THE OLD STORY
Bullet:—TOLD WITH "OUTSTRETCHED ARMS."

FIFTH PRIZE OF £25:

Mr. J. E. NOXLEY, 29, [illegible], Clapham, S.W.
Example:—LEFT TO ME
Bullet:—SPEECH—SPEECH LEAVES ME.

10 Prizes of £5 each:

Mrs. J. B. BAINES, 35, Salcott Road, London, S.W.
WHAT THE PUBLIC WANTS—TRUTH IN ELECTION. ADVERTISING.

H. CATTLE, 131, Bloxwich Road, Walsall, Staffs.
A BABY—TINY "HARPIST" ON "HEART-STRINGS."

M. C. FLETCHER, 901 N. Spiers Wharf, Glasgow.
WHAT WILLIE ASKED—TOBACCONIST REFUSED, SLOT-MACHINE SUPPLIED.

S. F. HEATH, Stoner, Henley-on-Thames.
IN A HUNDRED YEARS—WORK "FOUND EASIER" PERHAPS.

Miss M. MCCORMACK, 13, Shepherds Loan, Dundee.
LEFT TO ME—BABY—WIFE STUDYING MOTHER-CRAFT.

K. OSGOOD, Farran House, Clevedon, Som.
POLITICS—CLAIMING GOAL BEFORE SCORING.

F. W. RYAN, 63, Gowan Avenue, Munster Road, Fulham, S.W.
FANNING THE FLAMES—"COLD WATER" PARENTS THROW.

J. SMART, Rosslin Inn, Roslin, Edinburgh.
A BABY—IN BUSINESS, LANDLORD WELCOMES.

H. V. STIMSON, Corby, Kettering.
I WONDER WHY—WE HAVEN'T PANEL LAWYERS.

P. G. WILLOUGHBY, Etwall, Derby.
ON THE FILMS—COINCIDENCE'S "ARM" OFTEN "DISLOCATED."

10 Prizes of £2 10s. each:

S. B. BAKER, 34, Butter Market, Ipswich.
IN A HUNDRED YEARS—"ABUSIVE THOUGHTS, YOUR WORSHIP."

G. W. BLASHILL, 11, Maple Street, Hull.
MY FAMILY—TURNS IN—IN TURNS.

P. BURKITT, 11, Waldeck Road, Luton, Beds.
THE OLD STORY—SAVED FORTUNE—SPENT HIMSELF.

J. GORHAM, 85, Orwell Road, Ipswich.
WISE HUSBAND—MAKES EVENING WIFE'S "DAY."

A. HALL, 20, Grosvenor Road, Forest Gate, E.
WITH A SMILE—INVALID—VISITOR WITH TEAR.

T. E. NICHOLLS, 16, Eglinton Street, Belfast.
POOR FATHER—WASHING UP'S HIS "SPLASH."

G. A. SUMMERS, 79, Radford Road, Nottingham.
IN A HUNDRED YEARS—POLITICAL SENSATION—"MAN ELECTED!"

Mrs. O. THOMAS, Churchill House, Lynton, N. Devon.
WITH A SMILE—CHURCHILL CALLING BALDWIN "GUV'NOR!"

Miss J. D. THOMAS, 14, Grove Road, Wallasey.
FORTUNE'S LADDER—CLIMBED—AWAKENED ON BEDRAIL.

J. WEST, 17, Lifton Place, Leeds.
CLASS WAR—LIKE COUPLE SMASHING HOME.

100 Prize-winners of £1:

J. Air, 136, East High Street, Forfar, N.B.; A. E. Allen, 107, Hythe Rd., Brighton; T. Allford, Linkmead Cotts, Stratton-on-Fosse, Bath; Mrs. J. Anderson, 20, Craighall Crest, Newhaven, N.B.; A. W. Avis, 13 Albert St., Milverton, Leamington Spa; G. J. Bagnall, 171, Shelton New Rd., Cliff Vale, Stoke-on-Trent; Miss F. Barber, 1BK, Chapel St., New Mills, Derbys.; G. Barber, 5, St. Marys Rd., Ilkeston; Mrs. G. M. Beech, 38, Church Rd., Richmond; Mrs. K. R. Bilham, 2, Manor Rd., Twickenham; F. Birdsall, 24, Buller St., Laisterdyke, Bradford; F. C. Box, 34, Frederick Rd., Edgbaston, B'ham; G. T. Boyall, Eyebury, Eye, Peterborough; A. Carpenter, 3, Dene Street Gdns., Dorking; E. M. Carter, 23, Ratcliffe St., Levenshulme, M/c.; Mrs. Chadderton, Rosthane, Knutsford, Ches.; Miss S. A. Collison, 14, Church St., Westhoughton, Bolton; L. H. Conneber, 17, Amberley St., Stapleton Rd., Bristol; A. T. Cooke, The Hills, Chedgrave, Nr. Norwich; E. T. Cooksey, 24, Bromwich Rd., Sheffield; W. Curtis, C.G. Station, Gorren Haven, Cornwall; Miss C. Davidson, Chapel House, Nairn; R. Davidson (staff), G.P.O., Montrose; A. L. Davies, 103, Dimsdale Parade, Wolstanton, Stoke-on-Trent; W. S. Davies, Tabernacle Terr., Penclawdd, Swansea; A. W. Deekins, West Street, Cromer; J. Dodds, 41, Shields Rd., Newcastle; W. Doyle, 32, Midmar Gdns., Edinburgh; A. Evans, 14, Tolver Pl., Pensance; J. F. Fraser, 24, Cheltenham Rd., Southend-on-Sea; F. Freeborne, 42, Shakespeare Av., Southampton; W. Fuller, 8, Thames St., Kingston, Surrey; L. Gale, 2, Clarence Crescent, Windsor; H. W. Geary, 172, Rushby Mead, Letchworth; Mrs. L. Gleve, 10, Bennets Bdgs., Prestwood Rd., W'hampton; R. Gra-

(Continued in next column)

EXAMPLES FOR "BULLETS" No. 540.

AFTER THE ELECTION
HOME AFFAIRS
OUR NEW MEMBER
FIREWORKS
MAN AT THE WHEEL
WINSTON CHURCHILL
THE PRINCE'S SMILE
BEFORE THE DAWN
HAPPY FAMILY
WHEN ROAD'S UP
A NURSERY
IN THIS WORLD
OBLIGING NEIGHBOUR
CASTLES IN THE AIR
AWKWARD QUESTION
ALARMING
TRADE WINDS
WHAT THE LAWYER SAID
LASTS A LIFETIME
BY HERSELF
THE NEXT MOVE
SMART SALESMAN
ADAM AND EVE
TO MY WIFE
MAN'S SUPERIOR
PUNISHING HUBBY
I WONDER WHEN
ONCE A YEAR
SHATTERED DREAMS
WITH A SOB
FROM CRADLE TO GRAVE
MY DOCTOR
MIXED CREW
BACHELOR DAYS
HISTORY
LOVE'S SWEET SONG
NO PARTY
CALLING FOR ANOTHER
COMING OF AGE
WHAT IS AN ELECTION?

HOW TO MAKE "BULLETS" — NO LETTER RESTRICTIONS.

Choose any of the *Examples* printed; then give any **Two, Three, or Four Words**, having some bearing on the *Example* chosen, each of which can begin with any letter in the alphabet. These specimens will guide you:—

Example:—THE NEXT GENERATION *Bullet*:—BETTER HALVED THAN STARVED.
Example:—THE TRUTH *Bullet*:—"LOSES WEIGHT" WITH "ADDITIONS."
Example:—WHAT ALGY SAID *Bullet*—"LET'S SEE!"—REMOVING MONOCLE.

ENCLOSE A POSTAL ORDER AT THE RATE OF 6d. FOR EACH COUPON USED

ADDRESS ALL COUPONS TO "Bullets" No. 540, John Bull, Long Acre, London, W.C.2.

Example _____ Closing Date, Thursday, November 6.
Bullet _____
Example _____
Bullet _____
(540) P.O. No. _____
I agree to enter this Competition in accordance with the rules and conditions announced on page 34. With 1 Coupon, send P.O. for 6d.
Signed _____
Address _____

Example _____ Closing Date, Thursday, November 6.
Bullet _____
Example _____
Bullet _____
540 P.O. No. _____
I agree to enter this Competition in accordance with the rules and conditions announced on page 34. With 2 Coupons, send P.O. for 1s.
Signed _____
Address _____

"Bullets" must consist of Two, Three or Four Words.

Example _____ Closing Date, Thursday, November 6.
Bullet _____
Example _____
Bullet _____
540 P.O. No. _____
I agree to enter this Competition in accordance with the rules and conditions announced on page 34. With 3 Coupons, send P.O. for 1s. 6d.
Signed _____
Address _____

Example _____ Closing Date, Thursday, November 6.
Bullet _____
Example _____
Bullet _____
540 P.O. No. _____
I agree to enter this Competition in accordance with the rules and conditions announced on page 34. With 4 Coupons, send P.O. for 2s.
Signed _____
Address _____

If you desire to send in further "Bullets" you can write them on plain paper

SELECTION OF EXAMPLES FOR "BULLETS" COMPETITION No. 541.

GLIMMER OF LIGHT—IN SEASON—WHEN BUILDER'S FINISHED—MIXED JURY—MAKES A DIFFERENCE—FOOL OF THE FAMILY—DIRTY WORK—ON THE WAITING LIST—HONEST LIVING—FOGGY—TALKING ABOUT LOVE—SHARP FIGHT—ON WRONG ROAD—ECONOMY—CAT AND MOUSE—WHAT THE CUSTOMER SAID—RIGHT TO LIVE—FADED FLOWER—ON WIFE'S SIDE—WHAT IS A POLITICIAN?

These Examples can be made use of on the Coupons on this page, and must reach us on or before **THURSDAY, NOVEMBER 13.** All Coupons so used **MUST** be marked clearly with the number **541** in the top left-hand corner and envelopes containing these Coupons must be addressed "Bullets" No. **541**, JOHN BULL, Long Acre, London, W.C.2. Such Coupons must not contain any of the Examples for Competition No. **540.**

ham, 19, Ouseburn Rd.; Newcastle; Miss M. Gratton, 19, Baden Terr., Ryhope, Co. Durham; C. E. Green, "Weston," Welholme Av., Grimsby; G. Granville, 77, Pedre St., Clapton Park, E.; T. Griffiths, Tivy View, Kilgerran, Pembs.; J. Halloran, 1, Ablett St. London, S.E.; F. Harrison, 144, Graham St., Penrith; M. F. Hodgson, 3 Percy Pl., Newcastle; A. H. Hunking, 1, Worcester Terr., Clifton, Bristol; Mrs. M. Isherwood, 7, Church St., Stanground, Peterborough; F. James, 88, North Side, Clapham Common, S.W.; E. F. Jenkins, 6, Magdala Rd., Gloucester; T. Johnson, 18, Upper St., Knowle, Bristol; E. Killeen, Lyndhurst, Shrewsbury Lane, Shooters Hill, S.E.; J. King, Danum House, Clare, Suffolk; P. Laidlaw, Oakbank Rd., Perth; F. Lea, 4, Alexandra Rd., Doncaster; H. Lees, 68, Naseby Rd., Reddish, Stockport; C. Lochhead, 39, Row St., Crosland Moor, Huddersfield; H. A. Lock, 16, St. Peter's Av., Kettering; H. Lowe, 8, North Av., Leek, Staffs.; H. Martin, 9, Southbourne Grove, Southbourne, Hants.; S. Millichamp, 6, Greenfield St., Aberystwyth; T. G. Minor, Bethel House, Pontnewynydd, Pontypool; A. Montgomery, 13, Montgomery St., Roath Park, Cardiff; P. Morgan, 11, Silver St., Tiverton, Devon; J. McCulloch, 24, Paisley Rd. West, Glasgow; J. Norris, c/o 30, Aughton St., Ormskirk; C. S. Ottley, Ranskill Hall, Doncaster; G. A. Perry, 55, Edric Rd., New Cross, S.E.; S. C. Proctor, 194, Portland Rd., Newcastle; W. H. Pumphrey, 23, Central St., Ystrad Mynach, Nr. Cardiff; J. W. Reid, 89, Lochleven Rd., Glasgow; A. F. Reilly, New Buckenham, Attleborough, Norfolk; S. Richardson, 34, Potworth St., Hyndland, Glasgow;

(Continued on page 34.)

The reason why Monkey Brand is the most economical of all household cleaners is because it is concentrated in solid cake form.

Here's a sight
To cure dejection,
Happy cookie's
Bright reflection.
And the mirror, understand,
Owes its shine to Monkey Brand

MONKEY BRAND

WON'T WASH CLOTHES

BENJAMIN BROOKE & CO. LTD.

M 205—109

Printed and Published Weekly by the Proprietors, ODHAMS PRESS LTD.(and reduced), Long Acre, London, W.C. 2, England. Registered at the G.P.O. as a Newspaper. Post Free all over the World: 13s. per annum. Registered for transmission by Canadian Magazine Post. Agencies for the Colonies: Gordon & Gotch, Ltd., Australia and New Zealand. For South Africa: Central News Agency, Ltd. Sole Agents for Canada: Imperial News Co., Ltd., 14, Bream's Buildings, London, E.C.4. Toronto, Montreal, Winnipeg and Vancouver. For America: American News Co., Ltd. Also on sale at W. H. Smith & Son's Bookshops at 75, Marche-aux-Herbes, Bruxelles, and 248, Rue de Rivoli, Paris.